SOUTHERN AUTOMOTIVE JOURNAL

JANUARY 1957

"Cool" Profits Await You! page 29

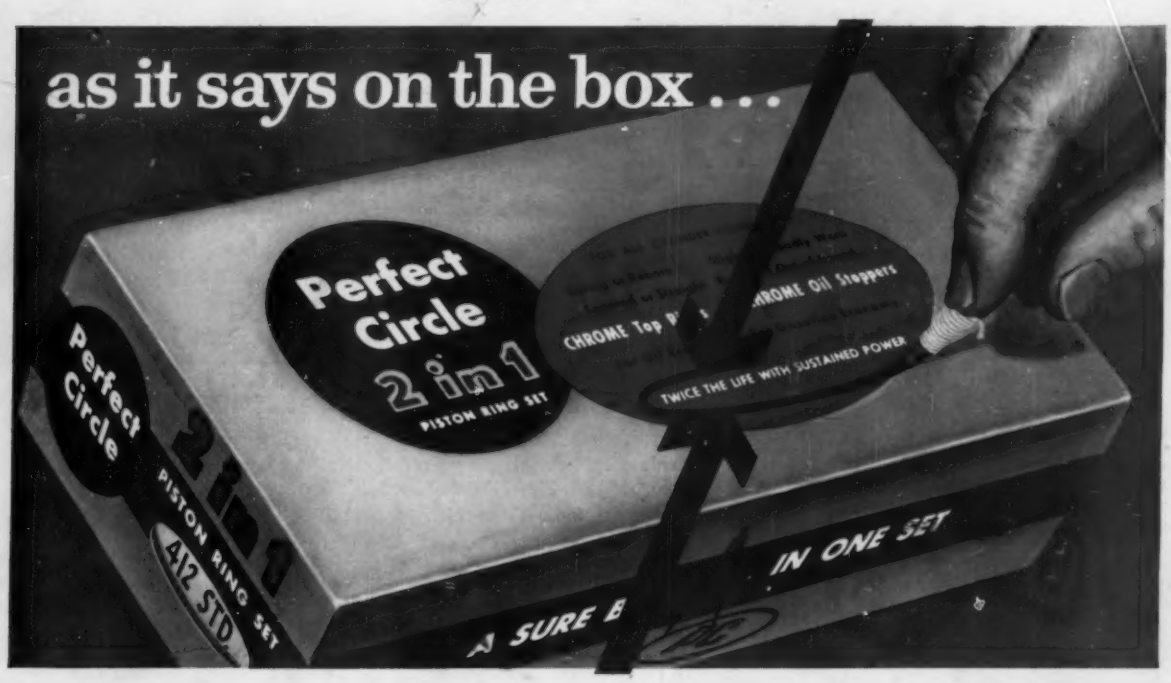
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Volume 37 Number 1

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SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 37 JANUARY 1957 No. 1

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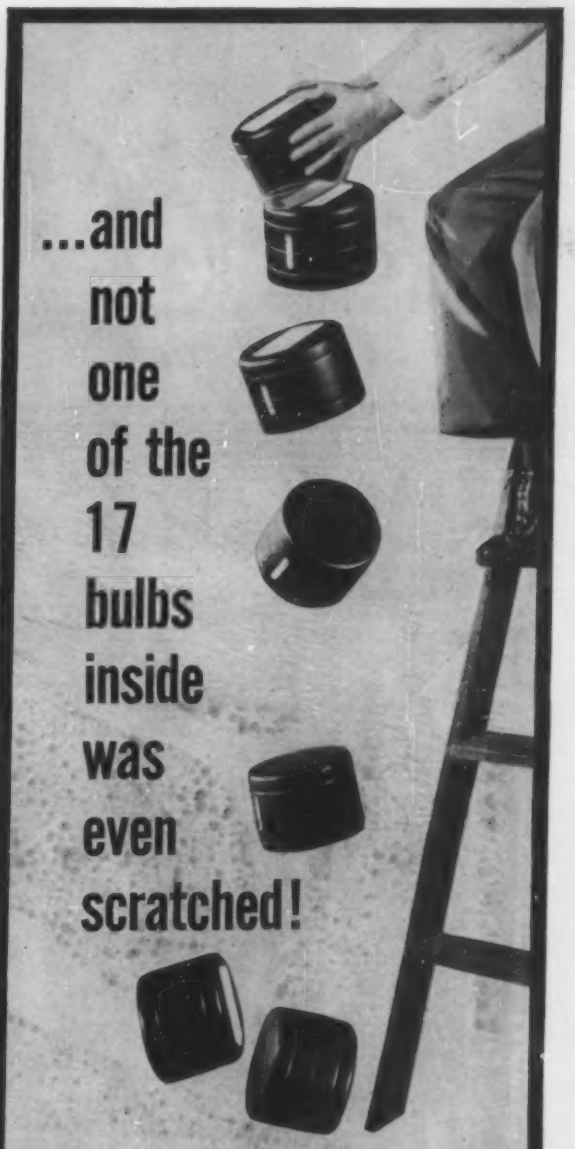
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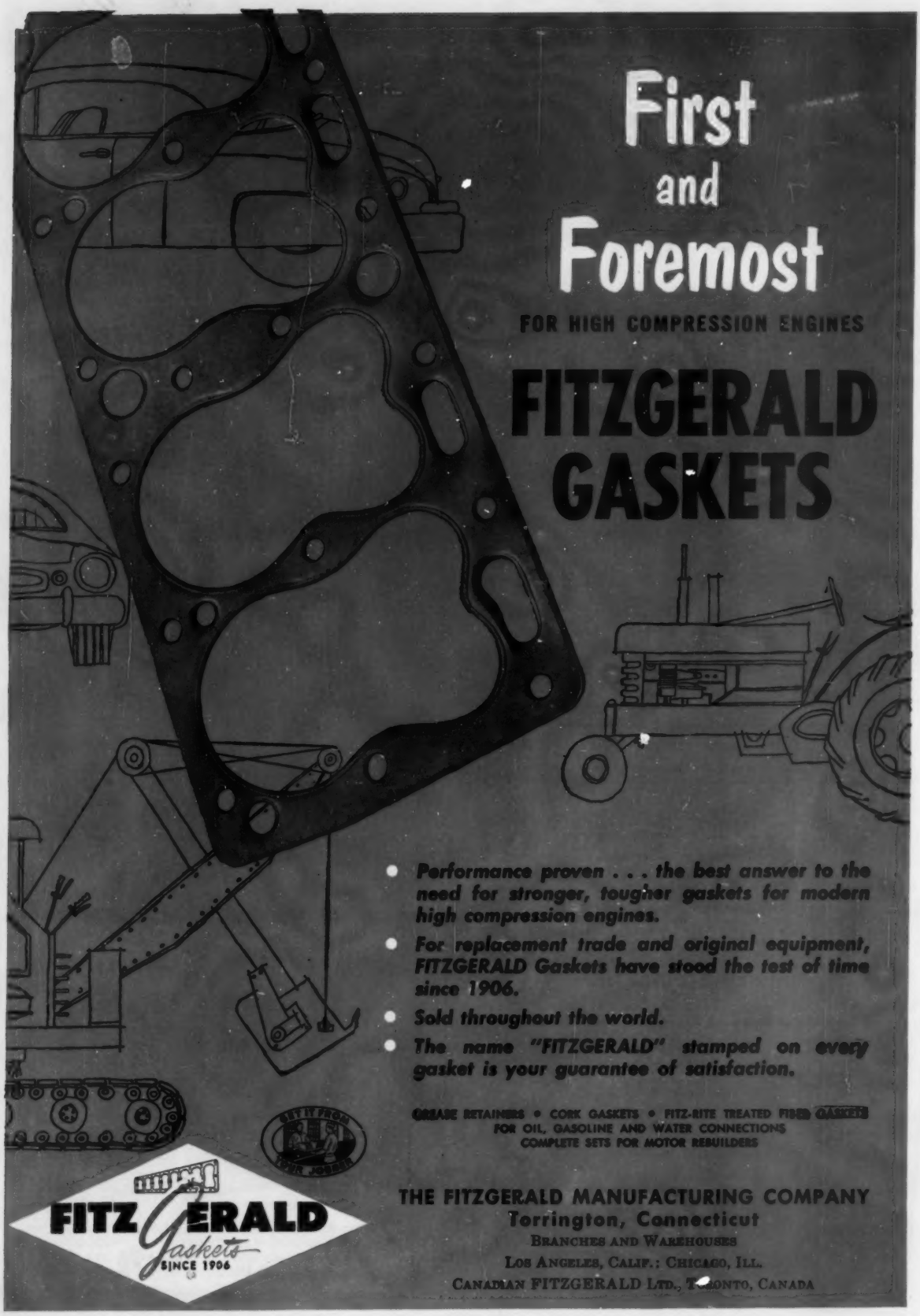
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Automotive SPOTLIGHT

January 1957

Shades of the prohibition era! If people won't drive sensibly, legislate some gumption into their carcasses. The Georgia Association of Petroleum Retailers has adopted a resolution (see page 150) asking its congressional delegation to force manufacturers to limit--somehow--the speed of new motor vehicles to 50mph. The 3,500-member association says speed is too great a killer today and something should be done about it. If the law is born, you wanta bet that the distilling boys in eastern Tennessee can't rig up a way to get around it? Maybe they'll "refine" their own fuel.

The rebel yell will have to be louder, if it's going to be heard very far. Seems there is a lot of competition from industry whistles and other clatter increasingly pervading the southern ozone. A brand-new report (see page 149) from the U. S. Department of Commerce said the rate of gain in dollar-volume retail sales over the South last year exceeded the 2.5% for the country as a whole. The region's rise was 2.7%, in contrast to less than 1% for the populous North Central section.

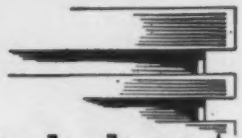
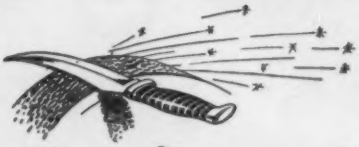
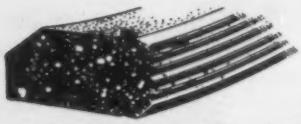
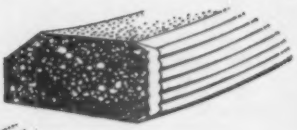
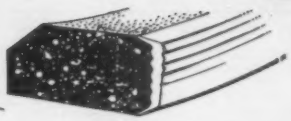
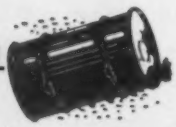
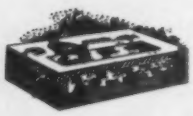
The magnolias around Nashville, Tenn., could begin attesting last month to a new industry disturbing their broad-leafed slumber. The $25,000,000 glass plant of Ford Motor Co. began streaming out sheets, with an initial employment of 325 persons to be stepped up to around 2,500 when the plant is in full operation.

Packard became officially domiciled last month at South Bend, Ind. The '57 models began rolling from the lines at the Studebaker-Packard plant. Packards had been made in Detroit for 53 years. Studebakers have been made at South Bend since 1902.

1957 will give birth to more cars than did 1956. That's the opinion of the head men of the various factories. 1956 brought out 5,800,000 units--fourth largest in history and a drop of around 25% from 1955.

Don't bury the garagemen's associations! The Texas association has more than a dozen chapters scattered over that vast state and other state groups are being formed. In Tennessee and Georgia (see page 141) you see local organizations blossoming out into bigger organizations and then affiliating with the Independent Garage Owners of America. Executive Director Ralph H. James, the veteran Tulsa, Okla., garageman who has spearheaded the IGOA, reported continuing strength being added from units throughout the country. At the directors' meeting in Tulsa this month several shops were inspected to illustrate how modern garages can and should be operated.

Souped-up engines are becoming common. Chevrolet, Ford and Plymouth can now make the fast-traveling American happy with a 300hp or plus powerplant. Factory engineers haven't been the least hesitant, either, in predicting (and they should know!) that a further rise of around 25% in power can be expected in the next year or so in the units they'll be designing. The mammoth road- and bridge-building program will enable more motorists to use the higher power, and safely, engineers say, as the billions of dollars pull Americans out of the traffic mire.

In top  grooves where there is too much heat  and too much  friction and too little lubrication  the only answer is chrome piston rings.  Sealed Power  chrome rings are the choice of most car makers  for original  equipment, because  the casting is right, the chrome plating is right,  and factory lapping  insures quick seating  and immediate oil  control. Sealed Power KromeX ring sets  are the choice of most mechanics for replacement, too. KromeX is the ideal set for re-ring or re-bore.

Sealed Power Corp., Muskegon, Mich.



Automotive MARKETS

How NADA Sees '57 Sales: Good!

(Editor's note: The following is a summary of an address by Paul E. Herzog, director of research, National Automobile Dealers Association, at the business forecast symposium for the press, sponsored by the Chamber of Commerce of the United States, at Washington, D. C., last month.)

WE ESTIMATE that new passenger vehicle sales in 1957 will be approximately 6.0 to 6.2 million units. Other estimates vary between 6.0 to 6.8 million. We estimate 1956 sales will be approximately 5.8 million.

Hope for a better automobile market next year is partly based on the introduction of genuinely new models which appear to meet public approval. Lower dealer inventories and the very excellent improvement in factory-dealer relations also should contribute toward a healthier market in 1957. While it is still too early to make a flat prediction, it may well be that a buying splurge may be on its way.

Also adding to dealer optimism in 1957 is the fact that some 10 million persons made final payments of automobile installment loans last year, while another 9¼ million will do so this year. An additional 10¼ million will pay off in 1957. This group, in addition to those who normally pay cash, should provide a sizable potential market for 1957.

To date we have had no evidence that the hard money policy of the Federal Reserve has exerted any great restraint on automobile purchases. Certainly, credit sales of automobiles during 1956 have not suffered due to the action of the Federal Reserve.

Buick Sets New Mark In Texas Expansion

TEXAS' "growing importance as a market area of the entire southwestern section of the country" has led Buick to make that the first state with three Buick zones, General Sales Manager Albert H. Belfie announced.

The third zone was established Jan. 2 at Houston. The others are at Dallas and El Paso. Addition of Houston gives Buick 30 zones in its six regions from coast to coast.

Lloyd D. Loggins, a ten-year veteran in the Buick sales organization, was named manager of the new zone. He is being transferred from a similar post in the El Paso zone. His assistant will be Russell T. Coon, currently assistant zone manager at Charlotte, N. C.

Loggins, 36, entered Buick service at Dallas in June 1946. He has held posts also at Memphis, Flint and St. Louis and has been El Paso zone manager since last January. Coon, 39, has been a Buick employe since April 1952 at Memphis and Charlotte.

J. J. Alford, assistant zone manager at Dallas, will succeed Loggins as El Paso zone manager and W. W. Magee, assistant zone manager at Oklahoma City, will take over Coon's post at Charlotte.

Other sales personnel changes included: Leighton E. Campbell, zone manager in Oklahoma City, to zone manager in Omaha; Ralph K. Hibbs, zone manager in Omaha, to zone manager in Oklahoma City; Watson W. Magee, assistant zone manager in Oklahoma City, to assistant zone manager in Charlotte.



Top: Lloyd D. Loggins
Above: J. J. Alford

GM's President Sees '57 As Second Best

THIS YEAR should be the industry's second best in history for sales, GM's President Harlow H. Curtice prophesied last month. That corporation will spend $700,000,000 for capital investment during 1957, he added.

The GM president emphasized that his predictions were based on the assumption that "the delicate balance of peace will be maintained."

He said that the industry should produce and the United States market absorb approximately 6,500,000 new passenger cars and 900,000 trucks. Including Canadian and export sales, he added, production should approximate 8,300,000 passenger cars and trucks. The $700,000,000 will be spent, "both to keep our facilities and products modern and to assure General Motors adequate capacity to keep pace with our appraisal of the normal growth of the market for our products."

To bring the 1957 General Motors models to market, Curtice disclosed, "required an outlay of approximately $630,000,000. This is more than we have ever spent in any one year for styling, engineering and mechanical advances."



Complete merchandise and point-of-sale material furnished with any of the three merchandising display packages. All contain fast turn-over Sky-Rides.

ALMOST half of your present customers are potential for the better riding comfort and control that new Thompson Sky-Rides give. Yes, almost one-half of the cars on the road need new shocks.

There's a big and steady market for Sky-Rides . . . and once your customers feel the smooth comfort of riding on Sky-Rides they'll be back to thank you. This is big profit business that is yours for little more than the asking. Start right now on the road to higher income with Thompson's complete Sky-Ride merchandising package.

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Automotive NEWS BRIEFS



Tom Frost (left), Ford-Mercury dealer of Warrenton, Va., is shown receiving a Distinguished Service Citation from Col. Willard F. Rockwell last month at the 17th anniversary dinner of the Automotive Old Timers at the Waldorf-Astoria Hotel in New York. More than 300 distinguished leaders of the industry attended the annual gathering.

Orlando Show Set for March

The Orlando (Fla.) Automobile and Truck Dealers Association has announced plans to hold an automobile and truck show March 14-17. L. W. Zoller is executive secretary of the association.



Jan. 26-30—Annual convention of National Automobile Dealers Association, Civic Auditorium, San Francisco.

Feb. 4-7—30th anniversary National Auto Accessories Exposition, Coliseum, New York City.

Feb. 9-16—Albuquerque Auto Show, State Fair Grounds, Albuquerque, N. M.

March 14-17—Orlando Automobile and Truck Show, Orlando, Fla.

April 1—Annual convention of Louisiana Automobile Dealers Association, Roosevelt Hotel, New Orleans.

April 3—Southwestern business conference of Motor and Equipment Wholesalers Association, Dallas, Texas.

April 4-7—Southwest Automotive Show, Fair Park, Dallas, Texas.

April 6-7—Annual convention of Independent Garagemen's Association of Texas, Baker Hotel, Dallas.

April 7-8—Annual convention of Automotive Wholesalers Association of Tennessee, Gatlinburg.

April 23-24—Convention of Motor and Equipment Wholesalers Association, Municipal Auditorium, Miami, Fla.

April 25-27—International Automotive Exposition, Dinner Key Auditorium, Miami, Fla.

May 6-7 — Annual convention of Missouri Automobile Dealers Association, Chase Hotel, St. Louis.

May 8 — National automotive salesmanship conference of Motor and Equipment Wholesalers Association, St. Louis, Mo.

May 9-12 — Midwest Automotive Service Industries Trade Show, St. Louis, Mo.

May 12-15 — Annual convention of Automotive Engine Rebuilders Association, Sheraton-Cadillac Hotel, Detroit.

May 21-22 — Convention of Motor and Equipment Wholesalers Association, Sheraton-Plaza Hotel, Boston, Mass.

May 21-22 — Annual convention of National Standard Parts Association, The Somerset, Boston, Mass.

May 23-26 — National Automotive Service Show, Commonwealth Avenue Armory, Boston.

May 26-28—Annual convention of Tennessee Automotive Association, Peabody Hotel, Memphis.

June 20-23 — Annual convention of Independent Garage Owners of America, Secor Hotel, Toledo, O.

Aug. 18-19—Annual convention of Georgia Automobile Dealers Association, General Oglethorpe Hotel, near Savannah.

Sept. 8-10—Annual convention of Automotive Trade Association of Virginia, Hotel Roanoke, Roanoke.

The Packard Clipper station wagon, first such body-type for Packard since 1950, will be introduced in dealer showrooms across the nation Jan. 24. The four-door model combines passenger-car performance and luxury appointments, with a 65-cubic-foot load-carrying capacity. The station wagon will offer 15% better performance with a 275hp V-8 equipped with a supercharger. Advanced engineering features which are exclusive in the medium-priced field for 1957 include the supercharger and automatic transmission as standard equipment, and the Twin-Traction differential as optional.



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Yes, it's a fact, men — you can be earning more money today with the *Snap-on* tools you pay for tomorrow.

TEN PERCENT DOWN puts any *Snap-on* tools to work for you. That's all it takes to start using the world's finest tools and shop equipment.

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Automotive NEWS BRIEFS

(Continued from page 9)



The publishers were pleased last month to receive this certificate for editorial support of the 1956 National Vehicle Safety-Check. "We hope this certificate will serve as a token of thanks for the important part your publication played in making the 1956 Safety-Check program a success," commented M. R. "Bud" Darlington, managing director of the Inter-Industry Highway Safety Committee. Other sponsors of the check are Look Magazine and the National Safety Council in cooperation with the National Conference of State Safety Coordinators.

Mississippian Is Secretary Of Chrysler Dealers

E. J. CRAIGO of Craigo Motors, Jackson, Miss., has been elected secretary of the National Chrysler Dealer Council. A. L. Duckett of A. L. Duckett Sales and Service, Provo, Utah, was re-elected chairman.

Named a member of a seven-man executive committee was C. G. McKimmie of McKimmie Motor Co., Inc., Richmond, Va., as were Craigo and Duckett.

More Laws Predicted On Brake Fluids

MOUNTING death tolls on the highways will soon force increased state legislation regulating the sale of hydraulic brake fluids, predicted Joseph D. Ryan, field sales manager for automotive products for Olin Mathieson Chemical Corp., Baltimore, last month.

Speaking at a meeting of the National Automotive Parts Association, Ryan said that of the eight states that now have brake fluid laws, all except one limit the sale of the fluids to those which meet SAE heavy-duty specifications 70R1. Similar laws will be in effect in more than half the states "within a very few years," he said.

The first state to pass a brake fluid law was Minnesota in 1953. New Jersey, Tennessee, North Carolina, South Carolina, California, Georgia and Mississippi have followed suit more recently.

Additional states already moving toward legislation, Ryan said, include Louisiana, Michigan, Massachusetts and Oklahoma.

Chemical Group Asks Ban On Unsafe Brake Fluids

A RECOMMENDATION that all unsafe brake fluid be prohibited from sale to motorists was made at the 43rd annual meeting of the Chemical Specialties Manufacturers' Association held last month in Washington, D. C.

The proposal was made by Francis J. Markey, chairman of the Society of Automotive Engineers brake fluid subcommittee and a member of the brake subcommittee of the national committee on uniform traffic laws and ordinances. Markey, associated with the Moraine Products Division of General Motors Corp. in Dayton, O., addressed his remarks on "The Importance of Heavy-Duty Brake Fluid to Safe Motoring."

Labeling inferior brake fluids as a potential highway killer, he disclosed that eight states already have banned the sale of unsafe fluid. He credited Minnesota with being the first state to outlaw the sale of brake fluid which does not meet certain safety standards in 1953, with Georgia, California, Mississippi, New Jersey, North Carolina, South Carolina and Tennessee following suit.

J. R. Holley Dies in Texas

J. R. "Bob" Holley, Chevrolet dealer of Brownwood, Texas, and a past president and director of Texas Automotive Dealers Association, died last month in Memorial Hospital in San Angelo. He had been a Chevrolet dealer for 40 consecutive years, the past 25 in Brownwood.

●

This double-decker bus with a completely detachable plastic-reinforced fiberglass roof, giving protection from bad weather and allowing the enjoyment of good, was a feature of a recent show of commercial vehicles in London. Four men demonstrate the ease with which the bus can "blow" its top.





Leadership

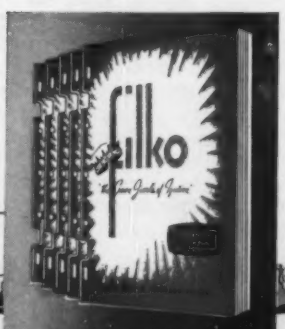
in the mastery of accuracy

Pre-Set Contact Combinations stand as a brilliant example of Filko's Mastery of Accuracy. Here, Filko symbolizes its engineering answer to the need for greater split-second sensitivity in ignition, accentuated by today's higher-compression engines. Widespread emulation of the "pre-adjusted at the factory" principle testifies to Filko's vision and leadership. Yet, even though imitated, only Filko Pre-Set can give you the assurance of Filko's unmatched Mastery of Accuracy. It is leadership like this, that makes every "Crown Jewel of Ignition" more than a replacement part...a true improvement in ignition.

the Crown Jewels of Ignition

The Filko Library
of Improvement Opportunities

Filko's mastery of accuracy is available for the ignition improvement of practically every automotive engine. It takes over 350 pages to cover all these Crown Jewel opportunities!







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Warehouses in: Los Angeles, Oakland, Miami, Fort Worth, New York, Boston, Atlanta, Cleveland, Lubbock, Little Rock, Philadelphia.

G-1577

Automotive NEWS BRIEFS

(Continued from page 11)

Maryland Dealers Elect Voyce of Brooklyn

THE Automobile Trade Association of Maryland has elected as president William E. Voyce, Brooklyn Ford dealer long active in association affairs.

Named vice-president was Charles B. Kelly, a Baltimore Pontiac dealer. Joseph J. Rochlitz, Chrysler-Plymouth dealer, was re-elected secretary-treasurer.

Directors elected for a three-year term were Franklin Loving of Loving Chevrolet, Inc., Silver Spring; Martin J. Barry, Jr., Lincoln-Mercury dealer in Baltimore; James B. Hazelip of D.S.&D. Motors (Dodge-Plymouth) and J. Herbert Hanna, Chevrolet-Oldsmobile-Cadillac dealer in Bel Air.

American Motors Names Stewart and Fullerton

L. E. STEWART and W. A. Fullerton have been named sales managers for the midwestern and central divisions, respectively, of American Motors Corp.

Stewart, who will headquarter in Chicago, succeeds John B. Fountain, who retired after 20 years with the company. Fuller succeeds Stewart, with headquarters in Detroit.

●

George Romney, president of both American Motors Corp. and the Automobile Manufacturers Association, arrived at the 42nd National Automobile Show in New York last month in this well-preserved 1902 model, which is the first Rambler put on sale. Driving him is C. M. Tillinghast, general parts and service manager of American Motors. Formerly of the Nash office in Atlanta and later employed by what was then Jim Burke Nash in Birmingham, the latter is a native of Fayetteville, N. C.







"YEX"—young executives—conferences held last month at Atlanta, Ga., and Dallas, Texas, by the National Automobile Dealers Association drew attendance of around 100 at each. "Tightening Control of the Used-Car Business" was the theme of the seminars. Participants included prominent dealers (l. to r.): at Atlanta (top), R. D. Stewart of Arlington, Va., John H. Lander of Atlanta, Paul R. Lauritzen of Richmond, Va., Allan Mims of Rocky Mount, N. C., and William Frame of Mineola, N. Y.; at Dallas (bottom photo), William Frame, Thomas F. Abbott, Jr., of Fort Worth, John Hine of Dallas, Paul Lauritzen, Walter Cooper of Fort Collins, Colo., John E. Binns of the NADA staff and N. L. Watlington of Roanoke, Va. The latter also spoke at Atlanta. Sumpter T. Priddy, Jr., of NADA also participated.

Tennessean Named for NADA

John M. Walker of Covington, Tenn., has been elected vice-president for the fourth region of the National Automobile Dealers Association, embracing North Carolina, Tennessee, Virginia, Kentucky and the District of Columbia.

Asheboro Tarheels Organize

Asheboro (N. C.) dealers recently organized and elected W. Earl Bardin of Bardin Cadillac-Olds, Inc., president. Named vice-president and secretary-treasurer, respectively, were B. W. Woodley, Central Motor Co., and E. M. Frazier, Mid-State Motors.

British Motor Provides 12-Month Warranty

LONGEST warranty in the production-car field in North America, made retroactive to cover all new cars sold since Oct. 1, has been announced by The British Motor Corp., Ltd.

Present warranty on BMC products—Austin and Morris cars and commercial vehicles, Austin-Healey, MG and Wolseley cars—is 90 days or 4,000 miles. All new BMC products will carry warranties of 12 months or 12,000 miles.

A planned buildup of "many millions of dollars" worth of parts, through a reorganized network of 1,200 dealers and 26 distributors, made the new warranty possible, according to Louis Michelin, BMC vice-president for North America. Five special parts depots have been established in Hamilton, Ontario, Vancouver, Winnipeg, New York and San Francisco.

Your CUSTOMERS WILL BE *asking for*

THE NEW

BOWES SEAL FAST

Tension-Lock

TERMINAL

BATTERY CABLES



Bowes National Advertising is telling this factual story to endless thousands of car owners

Because of these BIG *Advantages*

1. **No bolts or nuts to corrode and cause trouble—guaranteed completely corrodeless.**
2. **Can't loosen under vibration or wear.**
3. **No breaking of battery because of stubborn, corroded terminals.**
4. **Guaranteed for life of car and guaranteed to provide full capacity of battery at all times.**

Radical Improvement in Battery Cable Terminals

Will make old style trouble-making bolt and nut type terminals obsolete

Save your time, save your temper, and save your customers from needless battery troubles. The new Bowes Tension Lock Terminal Battery Cable fits the battery post snugly . . . under constant tension of a tempered spring steel loop die cast in the corrodeless alloy terminal, providing constant, perfect contact. Yet, the cable is instantly installed or removed with simple reverse grip pliers. No terminal lifters, wrenches, or other tools needed.

YOUR SALES OPPORTUNITY...

There is a tremendous replacement market for battery cables, and Bowes national advertising on this radical improvement is getting Bowes Dealers the BIG share of the replacement market.

BOWES "SEAL FAST" CORPORATION, INDIANAPOLIS 7, INDIANA • HAMILTON, ONTARIO • LONDON, ENGLAND
BOWES PACIFIC CORPORATION, RIVERSIDE, CALIFORNIA

Automotive NEWS BRIEFS

(Continued from page 13)



Presiding at one of the weekly phases of Hamilton-Cadillac Oldsmobile's "Mystery Miles" is Wichita's assistant fire chief, A. L. Gray, left. Pictured with him is Earl Powell, general sales manager for the firm.

New Wrinkle in an Old Game Pulls Prospects Aplenty for Kansas Firm

"WE PUT some new wrinkles in a traditional guessing type of contest and got more than our share of attention from the public, local government officials and, best of all, potential customers."

So said Earl Powell, general sales manager for Hamilton-Cadillac Oldsmobile, Wichita, Kan.

"For good measure, we even tossed in some inducements to make it worth the while of the contestant to be already one of our customers," he explained.

Officials set up the contest by obtaining a Martin bomber wheel from the Martin Tire & Supply Co. in Wichita. Then arrangements were made so that the huge wheel would spin in the open while the miles it traveled were clocked on a speedometer secreted in a sealed box. Residents of Wichita were asked to guess how far the wheel traveled in a week.

Each week for 14 weeks the wheel was "launched" at a ceremony presided over by a local government official together with representatives from the company. A clean used car was given away as the prize for the best guesser during each of the 14 weeks.

A record was kept of the 50 closest guessers each week and at the end of 14 weeks all 700 received registered letters from the firm inviting them to participate in the special grand prize guessing for a new Oldsmobile 98 Holiday sedan. Six hundred participated.

"Our 'Mystery Miles' contest brought us a fine increase in traffic," said Powell.

Mercury Names Two for South

Noel H. Nylen of Oakland, Calif., and Harold E. Ballou of Arlington, Va., have been named assistant district sales manager and administrative manager, respectively, of Mercury Division's Washington district sales office. The district covers 100 dealers in the District of Columbia, Maryland, Virginia and the eastern part of North Carolina.



James M. Roche has been named general manager of the Cadillac Motor Car Division and a vice-president of GM, succeeding Don E. Ahrens, who has retired under the corporation's retirement program. Roche, who joined GM in 1927, became general sales manager in July 1950.

Boom Year for Trucks Expected in 1957

A RECORD sales year in 1957 for larger-capacity motor trucks has been forecast by P. O. Peterson, president of Mack Trucks, Inc.

He based his prediction on the "tremendous" need for larger trucks in the multi-billion-dollar national road program and the increasing need of truck service by businesses and industries which have decentralized their operations. Advance orders, he said, as well as surveys of customer purchasing plans point to an extremely busy year for truck makers.

Ewell Named to Board Of Mack Trucks

APPOINTMENT of Elliott G. Ewell to the board of directors of Mack Trucks, Inc., has been announced by President P. O. Peterson.

Ewell, sales vice-president, joined the company in 1923 and was appointed district branch manager in Charlotte, N. C., in 1926. He became vice-president and southern division manager in 1946 and was named vice-president and general sales manager in 1949. In 1953 he received his present appointment.

(More News Briefs on page 137)

FOR OUTSTANDING PERFORMANCE





• *Whatever* the job in your shop, you're a triple winner with Monmouth bearings. Specifically: multiple-checked precision . . . unequalled performance . . . and, throughout the complete line, the most advanced bearing engineering known today. Available from N.A.P.A. jobbers coast to coast.

*The words Monmouth, Clevite and Micro are registered trade marks of Clevite Corporation.

Monmouth

TRADE MARK

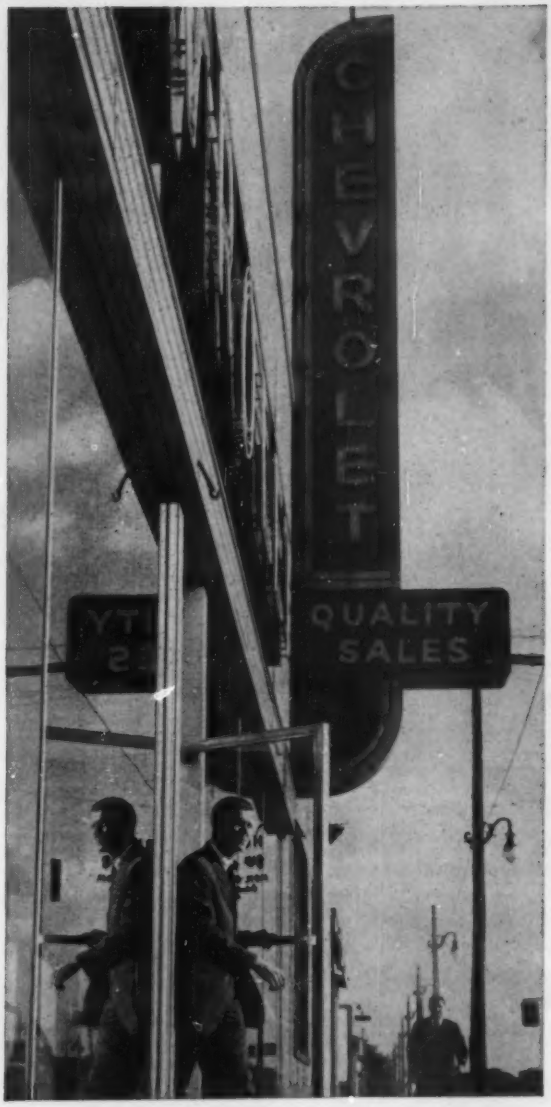
ENGINE BEARINGS

Clevite Service
The Cleveland Graphite Bronze Co.
Division of Clevite Corporation, Cleveland, Ohio, U. S. A.



NAPA Assurance of Quality

Your NAPA Jobber is a Good Man to Know!



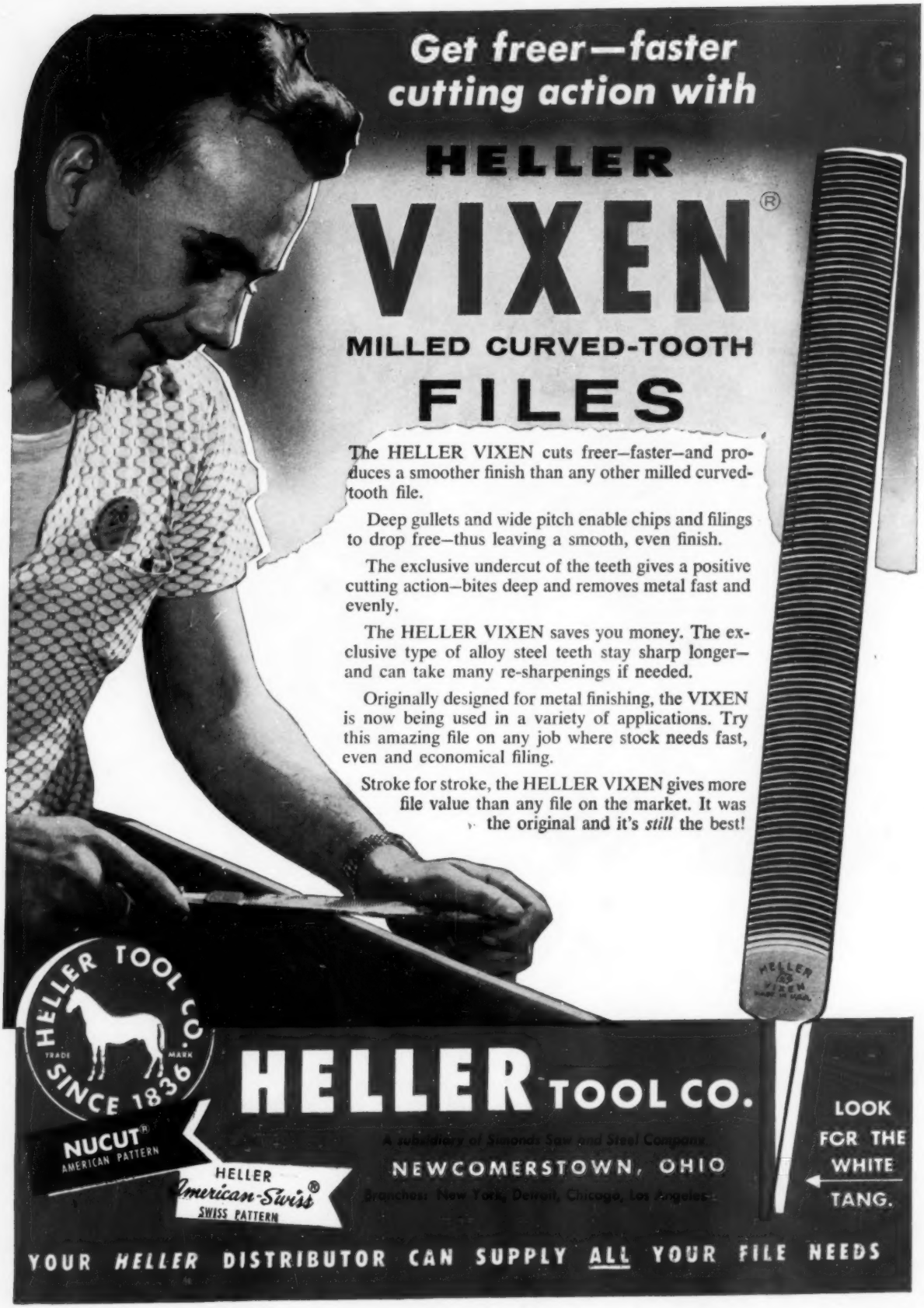


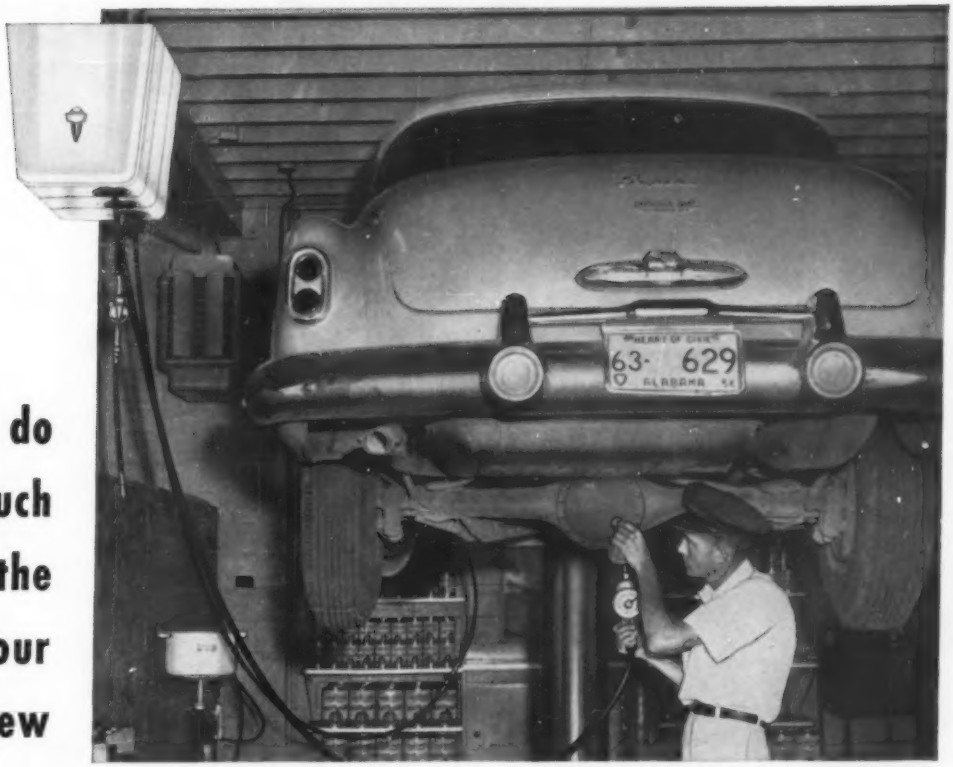
Chevrolet Dealers and Chevrolet, the first team in the automotive industry

CHEVROLET

Two important factors stand out as major reasons for Chevrolet's unparalleled success in the automotive business. One is the ability and integrity of Chevrolet's aggressive dealer organization (63% affiliated with Chevrolet for 10 years or longer!) operating within a *Quality Dealer Program.* The other is the high quality of Chevrolet products themselves. Together, these factors account for the 2½ million more Chevrolet cars and trucks on the road than any other make!

Unquestionably, this is a direct reflection of the teamwork which exists between Chevrolet dealers and Chevrolet. Sales leadership is the crowning result, with all it means in greater opportunities for Chevrolet dealers. And in this teamwork shines a vitality, an enthusiasm to win, which will be the foundation for Chevrolet leadership for years to come. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.


Get freer—faster cutting action with
HELLER
VIXEN®
MILLED CURVED-TOOTH
FILES
The HELLER VIXEN cuts freer—faster—and produces a smoother finish than any other milled curved-tooth file.
Deep gullets and wide pitch enable chips and filings to drop free—thus leaving a smooth, even finish.
The exclusive undercut of the teeth gives a positive cutting action—bites deep and removes metal fast and evenly.
The HELLER VIXEN saves you money. The exclusive type of alloy steel teeth stay sharp longer—and can take many re-sharpenings if needed.
Originally designed for metal finishing, the VIXEN is now being used in a variety of applications. Try this amazing file on any job where stock needs fast, even and economical filing.
Stroke for stroke, the HELLER VIXEN gives more file value than any file on the market. It was the original and it's *still* the best!
HELLER TOOL CO. SINCE 1836 TRADE MARK
NUCUT® AMERICAN PATTERN
HELLER American-Swiss® SWISS PATTERN
HELLER TOOL CO.
A subsidiary of Simonds Saw and Steel Company
NEWCOMERSTOWN, OHIO
Branches: New York, Detroit, Chicago, Los Angeles
LOOK FOR THE WHITE TANG.
YOUR HELLER DISTRIBUTOR CAN SUPPLY ALL YOUR FILE NEEDS



"We can do twice as much in half the time with our new

Lincoln LUBRICATING EQUIPMENT"



reports **H. W. BRYANT**
BRYANT'S GULF SERVICE STATION
Tuscaloosa, Alabama

"I think I have the finest equipment money can buy. We are doing more business—and we can handle twice as much in half the time and with half the effort —with my new Lincoln Lubricating Equipment."

(signed) H. W. Bryant

modernization ups your profits!

...and when you modernize, be sure to stay ahead of competition with styled-ahead Lincoln Lubrication Equipment. It will attract new customers ...increase efficiency.

For planning help, get your free copy of our new booklet, "Path to Profits in the Lube Room."

MAIL THIS COUPON TODAY

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Please send me free booklet, "Path to Profits in the Lube Room".

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THE MOST TRUSTWORTHY NAME IN LUBRICATING EQUIPMENT

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WE CARE FOR OUR OWN

Through the years Associates has considered its dealers' welfare as its own . . . has recognized the responsibility of working closely with its dealers. "We Care For Our Own" is more than a slogan at Associates. It is a basis for business procedure which extends not only to the dealership, but to their customers as well. For this reason, Associates' dealers are justly confident that these customers will be back when they are in the market for their next car. Today, Associates recognizes a new era in finance company/dealer relations . . . has geared its branches to render the closer, more flexible cooperation necessary to help its dealers and their salesmen sell more cars—at a profit!



The Old Sage says...

You should attend your N. A. D. A. Convention — it's constructive and educational. Be sure to visit Associates traditional hospitality suite, where you can meet and relax with old friends.

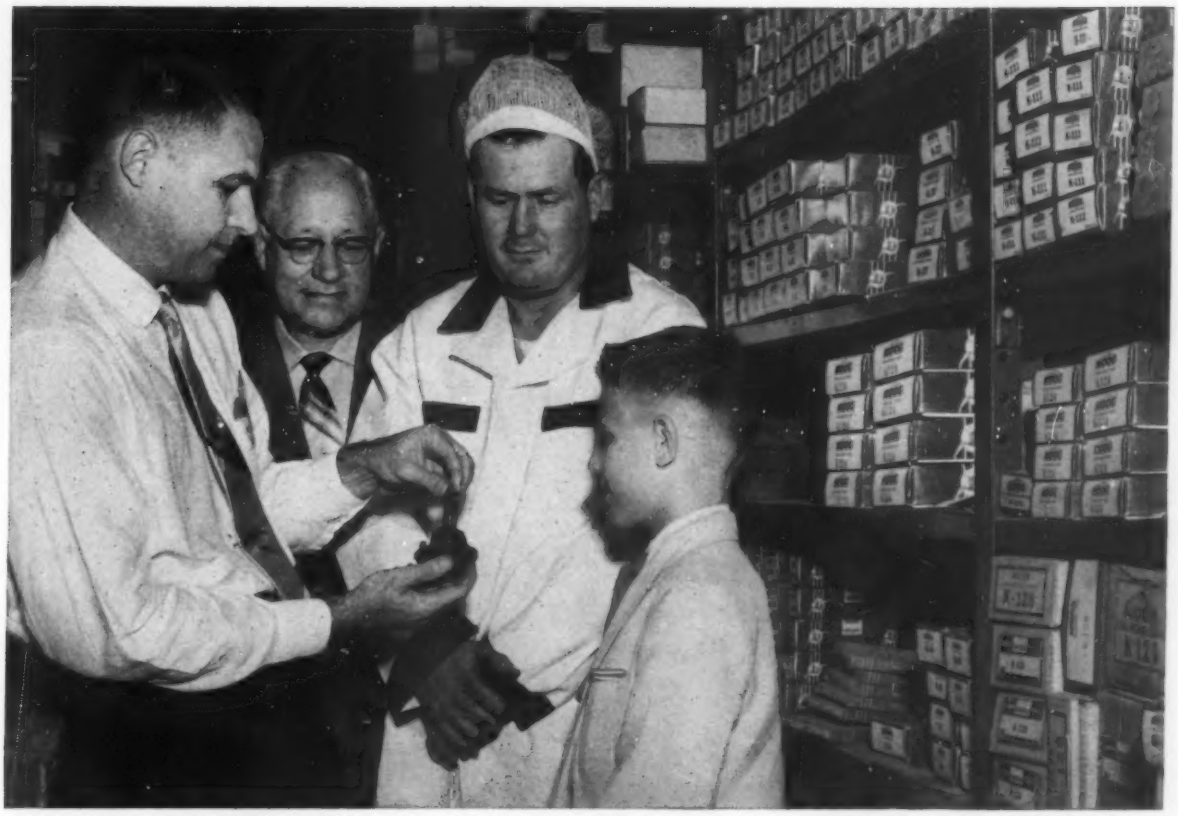


Associates

SOUTH BEND, INDIANA

"We Care for Our Own"

ASSOCIATES INVESTMENT CO. — ASSOCIATES DISCOUNT CORP. — ASSOCIATES DISCOUNT (CANADA) LTD. — EMMCO INSURANCE CO.



"LOOK, NO STUD END-PLAY!" *That's the sales clincher when Joe, Joey and Jody Greiner team up to demonstrate the Moog Gusher-Bearing Ball Joint to Garageman Claude Zeringue.*

Yesterday...today...tomorrow...

MOOG

means more "under-the-car" business!

15 years ago . . . Joe Greiner of Greiner Auto Parts in New Orleans became a Moog Jobber. Why? Because the Moog line was *more complete*, Joe was able to offer his customers greater coverage. Closer tolerances in Moog parts assured better fit and fewer comebacks. And the Moog Streamliner Catalog made it almost easy to order chassis and suspension parts.

Today . . . the "under-the-car" business is booming. The reasons: more cars . . . more driving . . . more safety consciousness . . . more optional equipment that puts an added strain on springs and front-end parts.

To help Garagemen get their share of this business, Joey Greiner—like his father—recommends the Moog line. Today as yesterday, Moog is constantly adding new items . . . improving standard products . . . expanding its merchandising program . . . and simplifying ordering.

Tomorrow . . . Joey's son, Jody, expects to be an Automotive Jobber. And Moog engineers are working so that then, as now, the Moog line will still be a step ahead of competition!

MOOG
A GREAT NAME IN AUTOMOTIVE MAINTENANCE

MOOG INDUSTRIES, INC., St. Louis 14, Mo.

A RED HOT PREMIUM— to start You Cookin'!



the "WESTERNETTE"

The "Westernette" is a 12½" Brazier. This item is sensational!

Not only is this barbecue ideal for home use but is small enough to take on picnics, to the beach, or to use aboard a boat. It is a miniature of the big ones most people use. It is ideal for a small family.

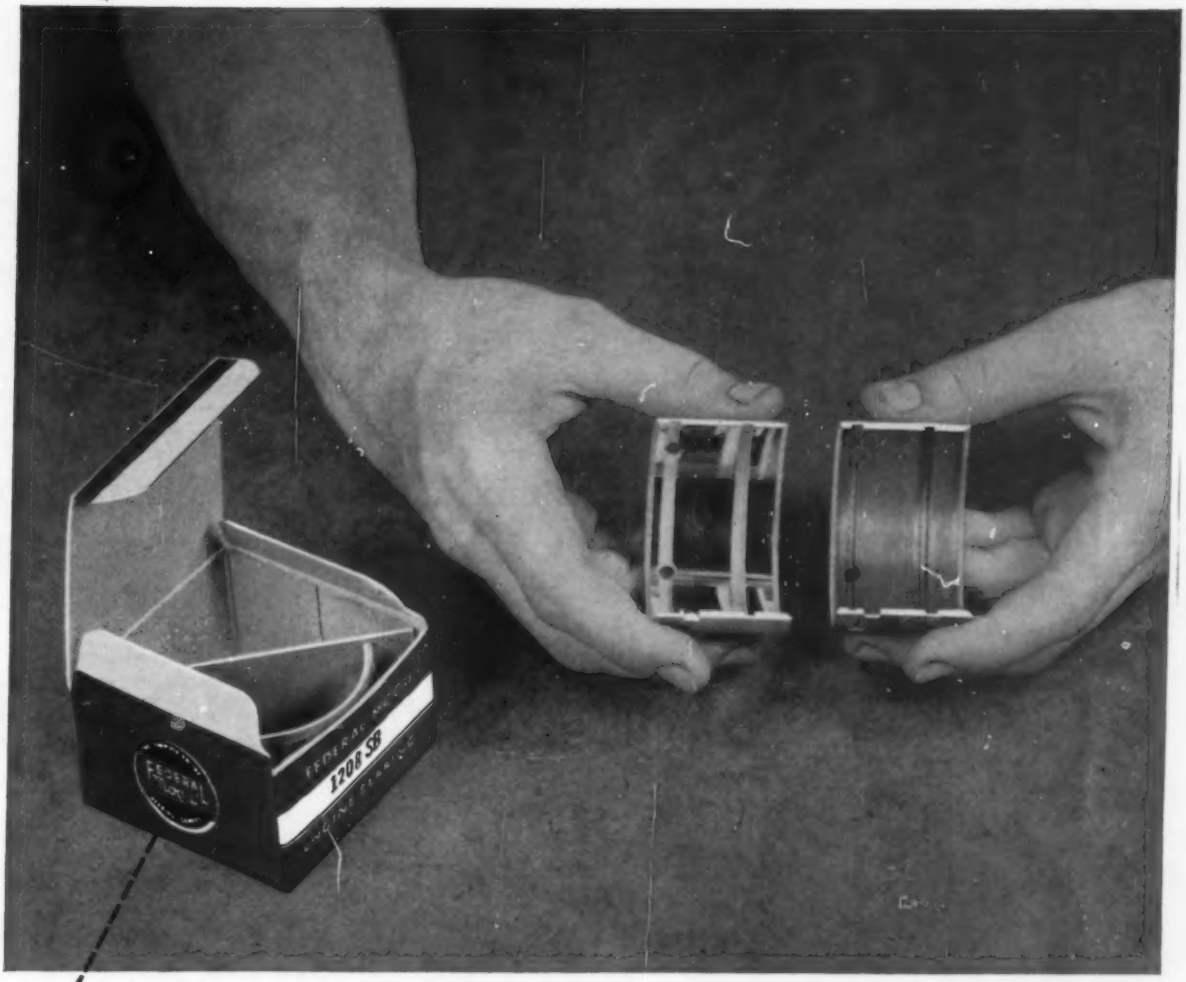
Made by the leading manufacturer of barbecues in America!

FREE!

With 5 cases of a dozen each of one or more Mac's Products.
(Except — Car Wash, White Side Wall Cleaner and gallon sizes of all products).
FOR A LIMITED TIME ONLY!

MAC'S **SUPER GLOSS CO., INC.** LOS ANGELES 42, CALIF. CINCINNATI 26, OHIO

DON'T WAX IT, MAC'S IT!



You always meet your match in the FEDERAL-MOGUL LINE!

That's why most mechanics prefer to buy replacements in the black and red box

When you're ready to get new bearings to match the old, you'll always meet exactly the right replacements in the Federal-Mogul line. That's because the line is *complete*—whether you need bearings for one of the newest engines or a real old timer. It's a fact that most of the 700,000 mechanics in the U.S. and Canada prefer service bearings in the black and red box—they know they can depend upon Federal-Mogul quality and service!



FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC.

RESEARCH • DESIGN • METALLURGY • PRECISION MANUFACTURING • SERVICE



YOU'RE FIRST . . .

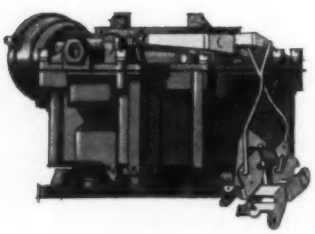
in line when it comes to quality. Rochesters are dependable . . . each one is *individually* tested. Economically inclined, they give *just* the right mixture, at just the right time, for top performance and gas mileage.

RECOMMEND AND



YOU'RE AHEAD . . .

with America's most called-for carburetor. Rochesters are standard on almost half the cars currently produced . . . right for replacement on over 22,000,000 cars on the road. A mighty big market!



Standard on Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac



YOU'RE UP . . .

on all the latest service tips. Rochester's *free* training helps you become a carburetor specialist . . . makes your time worth more money! Yearly "model-change" course keeps you up on new developments.

REPLACE WITH ROCHESTER!



YOU'RE IN . . .

with the handiest parts kits made. Tired of breaking up kits for a few parts? Rochester parts kits are a mechanic's dream . . . just the parts and gaskets (including flange gaskets) you need for any job.

GM GENERAL MOTORS PARTS SALES

ROCHESTER CARBURETORS

ROCHESTER PRODUCTS DIVISION OF GENERAL MOTORS, ROCHESTER, N. Y.

NEW

SIOUX

ALL-ANGLE

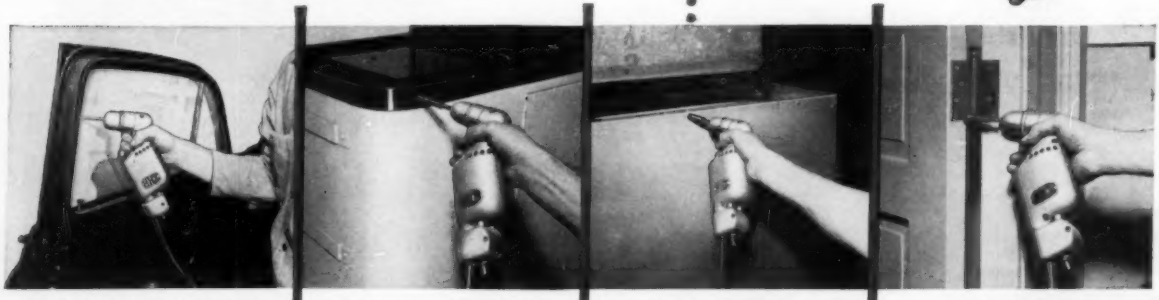
ELECTRIC SCREWDRIVER



Here is really an amazing tool. It will do everything the conventional designs will do, and much more. It will work in extremely close quarters where there wouldn't be clearance for the others.

It will drive, set and remove wood screws, self tapping screws, lag screws, and machine screws and nuts. An optional adjustable clutch may be set to provide uniform tightness, or the operator can control tightness with hand pressure. Available bits include Standard Screw Driver, Phillips, and Socket Wrenches.

It will deliver the long, trouble-free Service everyone expects of a SIOUX Tool. Look for SIOUX under "Electric Tools" in the yellow pages.



Cuts the time in half in Auto Body work

Speeds the Factory Assembly Line

A Natural for Duct Work inside or outside

For the Building and Woodworking trades

SIOUX

ALBERTSON & CO., INC.

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ELECTRIC DRILLS • SANDERS • GRINDERS • IMPACT WRENCHES • POLISHERS • PORTABLE SAWS • FLEXIBLE SHAFTS • VALVE FACE GRINDING MACHINES • ABRASIVE DISCS

Your eye can see

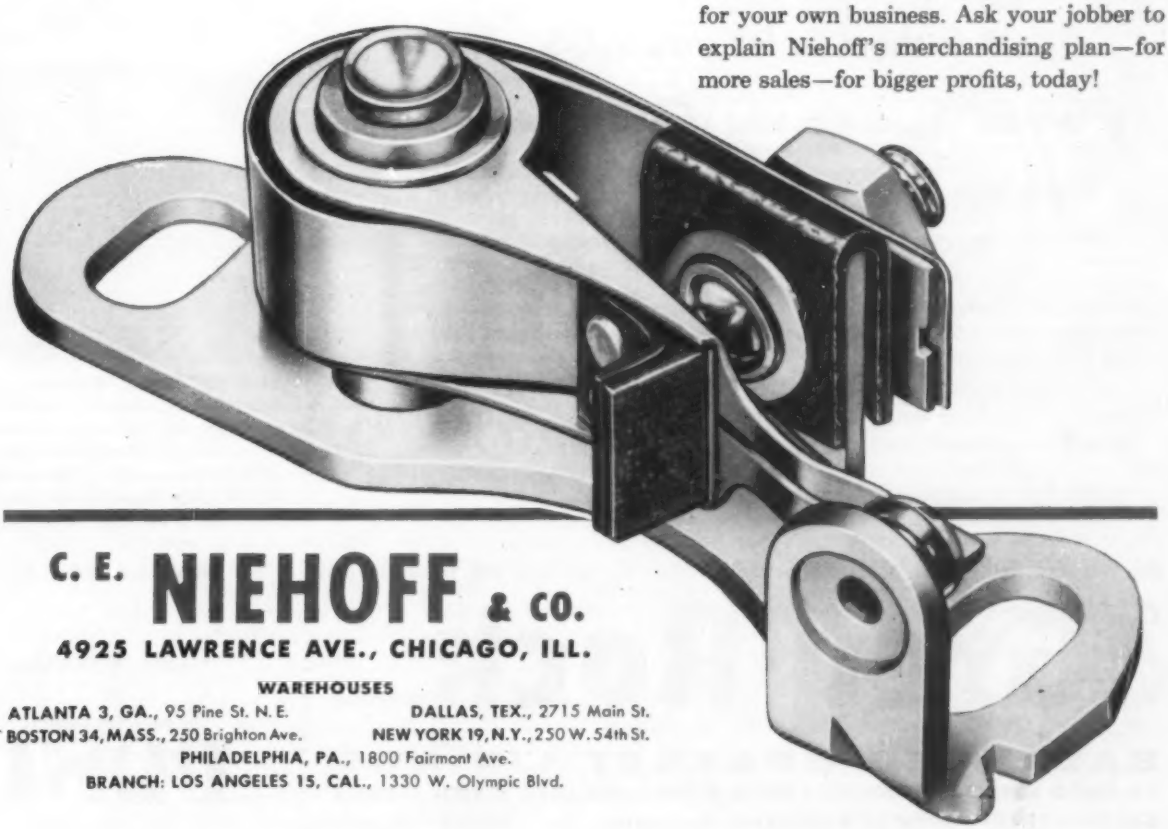
NIEHOFF

Superiority

ENGINEERED FOR LONG LIFE AND PEAK PERFORMANCE

● Trained eyes can easily see Niehoff's obvious superiority. The plus advantages that make Niehoff Ignition Parts superior to any on the market. You can install Niehoff Ignition Parts with the knowledge that you are building customer satisfaction and your profits.

● Best of all, there is a Niehoff Systematic Service Stock containing all the ignition parts you need to service all makes and models. A Service Stock custom designed for your own business. Ask your jobber to explain Niehoff's merchandising plan—for more sales—for bigger profits, today!



C. E. NIEHOFF & CO.

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DALLAS, TEX., 2715 Main St.
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NEW YORK 19, N.Y., 250 W. 54th St.
PHILADELPHIA, PA., 1800 Fairmont Ave.
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"And while you're here let's look at the brakes"



Ask them to let you P-L-S

Pull a wheel **L**ook at the brakes **S**how them what's needed

It's the one sure way to get more profitable brake business

Across the nation, six out of seven car owners said "yes" when asked permission to pull a wheel. And with a wheel pulled it's easy to spot the jobs that really run into money.

If a reline is needed, you'll build greater confidence in your shop by recommending Grey-Rock Balanced Braksets, the linings with the difference you can *see*, *show* and *sell!*

See the new Grey-Rock Brake Service movie. Experts say it's the best film on brake service ever made.



SEE the difference. Distinctive Grey-Rock brake linings look different—are different. You can see it in the many different types of linings Grey-Rock combines in sets engineered to give balanced brake action and longer lining life.



SHOW the difference in distinctive Grey-Rock woven and molded combinations. Where used, they provide far better brake action than molded linings alone. In other Grey-Rock sets, all-molded types give best results.



SELL the difference. When you can *see* and *show* the difference, you can *sell* the difference. Explain how different shoes, even in the same brake, do different work, and why different types of lining are necessary for balanced brake action and long wear.

Ask your Grey-Rock jobber about the new P-L-S Plan. He has facts and figures to prove it can make more money for you.

Only **Grey-Rock** *makes*

BALANCED BRAKSET LININGS

BALANCED BRAKSETS • TRUCKSETS • BRAKE BLOCKS • VEE-LOK® CLUTCH FACINGS

GREY-ROCK DIVISION of Raybestos-Manhattan, Inc., MANHEIM, PA.

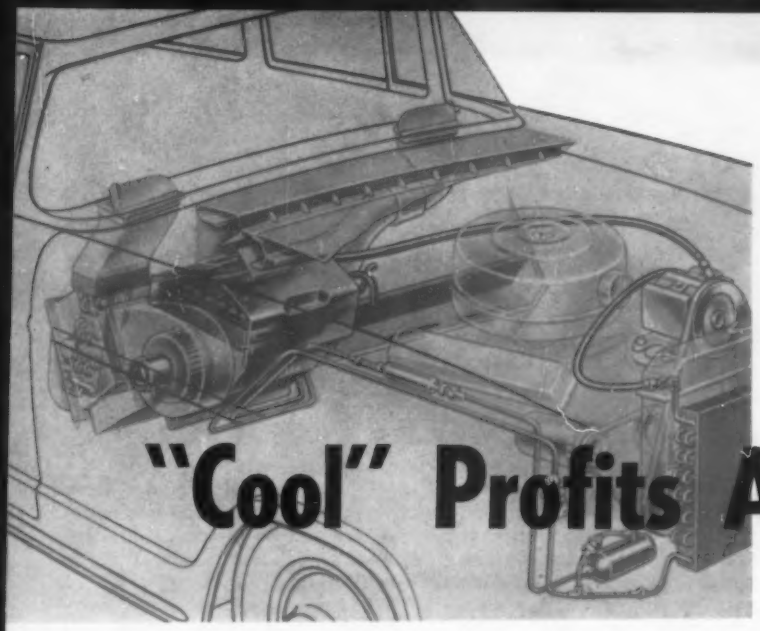
Consistently advertised in

The Saturday Evening POST

RAYBESTOS-MANHATTAN, INC., Brake Linings • Brake Blocks • Clutch Facings • Mechanical Packings • Asbestos Textiles • Industrial Rubber Sintered Metal Products • Engineered Plastics • Rubber Covered Equipment • Abrasive and Diamond Wheels • Laundry Pads and Covers • Bowling Balls Industrial Adhesives

SOUTHERN AUTOMOTIVE JOURNAL

JANUARY 1957



"Cool" Profits Await You!

By Baron Creager
Southwestern Editor

1957 promises to set a record in air-conditioning sales and service. Here a Texas garageman tells how he got into the business and some good points—and bad—which he discovered in such operations.

H. E. BARRINGTON, an independent garageman of Sherman, Texas, sold and installed 75 automotive air-conditioning units during the season of 1956—35 dash units and 40 trunk models.

Without taking the exact figures from his books, he recalled that total sales volume from this activity was $25,000 and that 15%, or $3,750 of this, was clear profit.

Perhaps that doesn't make the sound of much profit on a $25,000 piece of business, but the air-conditioning business, still actually in its infancy in some respects, presents its sponsor with problems as in any other competitive activity.

Because of competition, Barrington found it necessary to sell all his units for at least 10% under list, and near the end of the season, as competition got rougher, he was forced to discount units more than 10% or lose the business.

He bought at least $500 worth of special equipment and tools, including some fragile tools that sometimes don't last through one installation job. He did a lot of warranty work for non-residents—mostly tourists he would never see again—until he found this cutting too deep into profit. All of this, and some education too, had to be charged against total volume.

Still, profitwise, he came out of the season with about $900 a month more than he would have had, considering that the peak season is only four months long at the most, with the big demand for installation from May through July.

"I am not disappointed with this season's profit," said Barrington.

"The big attraction in the air-conditioning business is the profit possibilities, and they are there. So I cannot say that I am disappointed. I simply didn't make as much money as I thought I would make.

"But I hope to do better. I like air conditioning. It is nice, clean work, compared with repair work. So I am going to stay in and this winter I'll be getting ready for next season.

"One thing I am sure of. When warranties have expired on all the 75 air conditioners I have installed, those people will come back to me for service."

So far, however, service has been the biggest disappointment in this business for Barrington.

April through May, he found, was the height of the service season on air conditioning, with owners wanting previously-installed units made ready for the summer. Of all his service work through '56, however, the most lucrative income was from servicing new installations that didn't operate. This resulted from two causes—individuals with shallow knowledge economizing by installing their own units and installations by other shops where there was insufficient knowledge of how to "charge" the unit and get it operating.

"Installation isn't such a problem, as far as procedure goes," said Barrington.

"If all you intend to do is install, you can follow directions that come with each unit. On the other hand, experience and training are required for service. You have to know something about refrigeration, yet nearly any service manual will tell you what refrigeration is. Some service manuals actually give a pretty good short-course on refrigeration.

"With the necessary experience and training, a man can service any make air conditioner for they all feature three basic units—the compressor, condenser and evaporator. Providing, of course, that the man is a qualified mechanic otherwise."

Barrington believes he has been through the pioneering stage of the air-conditioning business. He isn't convinced that the pioneering stage is passed, insisting there is much room for improvement of some factory policies.

He tried to sell air conditioners in the season of 1954. But in the model he chose there was much "freeze-up" trouble, much alteration of brackets, and it turned out that service on warranty took too much of his profit.

There followed an educational period that has been invaluable for Barrington. While he waited



The owner of this garage is getting ready right now for bigger volume in air conditioning.

to get clear title to the property on which his new building now stands, Barrington worked for two different and competitive dealers, one of whom sent him to an air-conditioning school.

"We were supposed to learn everything at this school," he recalls. "We didn't. We just learned some of it. The best education is in actual installation and service."

Now, with that experience behind him, he thinks some factories have more to learn than men in the field. Both unit factories and car factories. But, he conceded, before all new-car models had been shown last fall, there had already been some improvement. One car factory introduced in its new model, alterations that greatly simplify air-conditioning installation.

From the viewpoint of the independent, what the industry needs most is an approach to standardization on installation charges and warranty policies, according to Barrington.

"In the past there has been too much spread between the established installation charges," he said. "Perhaps this will eventually be equalized. But I remember distinctly that the specified charge for installation of a unit in one make of car was $40, while on another car it was $90. There wasn't much difference, if any, in the time and labor involved or the wear and tear on tools. For example, a four-inch hole saw, at $6.80, is a relatively delicate piece of garage equipment and can be expended on one installation job.

"However, in my opinion, warranty conditions are the worst feature and are hurting the business. To get my money back on warranty work I have to fill out four or five forms, wait three or four months to be paid and when I do get my money it is invariably small recompense for the labor invested.

"Under those conditions, I finally had to flatly refuse to take on any warranty work for tourists. The same conditions, I believe, will convince other independents that they can't drop their shop work for regular customers to provide warranty service for itinerants. Naturally, the itinerants resent this and, it is certain, complain loudly at the point of purchase when they get home.

"You can't blame them, and this is what hurts the business. Just imagine the effect on prospective customers for air conditioning when one man tells his friends and neighbors that air conditioning is fine when it works. 'But,' he adds, 'if it goes out on the road, you can't get service.'

"One of the troubles here is, of course, that so many people have air conditioning installed just before starting on a trip. If the installation is not exactly right, something can go wrong.

"It is my belief and hope, however, that this entire picture will improve as the business acquires age and experience."

Barrington says that in his experience too many manufacturers of air conditioners and too many mechanics try to produce operations that will "freeze" the car passengers. He thinks the policy of one big car factory, which supplies its own units, is best. This policy is to create a difference of 20° in temperature between the inside and outside of the car.

If the temperature is 110° outside, however, many owners are not satisfied with 90° inside. But the efficiency of air conditioning can always be improved by dropping the headliner and installing insulation in the form of reflective foil. This insulation, Barrington says, should also be installed under floor mats and even in doors.

If this independent had to start all over in the air-conditioning business, his procedure would be different. And if he were asked to advise an independent how to proceed to get into this business, this is what he would say:

1.—First of all, go to a good school. Learn all you can here and get a good education on the theory and practice of refrigeration.

2.—Buy the necessary equipment and tools at the very outset. To do otherwise would be starting unprepared. You can put a lot of money in tools and you can break them fast, but you must have the tools.

3.—Know your competitive situation thoroughly. You may have to discount to get some business, but you can also discount unnecessarily. You have to know what competition is doing, because so many prospects will tell you

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Barrington and his men built this "air-conditioning service cart." Incomplete when the picture was made, it will be painted attractively and will make possible easy movement from stall to stall of all air-conditioning equipment and tools—freon tank, leak detector, manifold gauges, thermometer, small tools and bathroom scales for weighing freon charge.



Do You Remove Grit from Wiper Blades?

How well are you building up faith by the customer in your services? A veteran points up a big weakness today.



By FRANK G. McKENZIE
President, Automotive Supply Co.
Bluefield, W. Va.

The author's automotive experience goes back over 30 years. With a starting capital of $500 in 1928 he founded his company, which embraces six operations in two states. He is president of the Virginias-Carolinas Automotive Wholesalers Association and has long been one of the most prominent businessmen in his part of West Virginia. The editors asked him to comment on what he considered one of the biggest problems in the industry today.

THE other day this story came to me about a service mechanic cleaning grit from the wiper blades of a patron's car:

The boss-owner walked up and asked, "What are you doing?"

The mechanic stated, "I am cleaning this grit off these wiper blades for this customer because the blades might scratch the windshield."

The boss bawled him out and told him if he ever caught him doing that again he'd fire him, and reminded him that it would be a lot more profitable to let the windshield get scratched so he could sell the customer a new windshield.

Like you I could quote many similar happenings in the service industry, but I don't think it would be necessary here.

What you and I want to be concerned about is that in the midst of this greatest industry on earth it behooves all of us to put down any growth of ideas by people whom we serve that the customer is supposed to take things as he finds them.

Frankly, a great paralysis of fear is sweeping our country by vehicle owners that their best avenue of economy is to keep their vehicles out of service establishments. Why? Because they feel that an automatic price is put against their vehicles that are unwanted in many cases and yet on which they feel they get an unduly high service charge.

It is necessary that we breed a more congenial atmosphere with the vehicle owners that they get value received for necessary services. It is my opinion that any service organization which sets out to give value received for service rendered can build business as great as it desires in these days, and at the same time be most profitable to the owners, operators and vehicle owners.

Many owners and operators of service establishments treat their customers as if they were victims of necessity, that they will have to do business with somebody regardless of treatment.

In the past we have witnessed the people's upsurge against improper treatment as well as many people who take an attitude in their business today as if they were operating a racket. Remember, one dishonest mechanic or a dishonest owner of a car dealership, garage or service station can do untold damage to the business and trade of an area and to all parties engaged.

Public sentiment is a powerful factor to build good-will up or down.

Who would ever have dreamed that we would be witnessing in 1957 this great industry of automobile transportation as we find it? To us who are in the midst of it, we shake our heads in bewilderment at its growth and expanse, let alone the inventive talents of improvements that are perfected day after day.

In the beginning of the world man was created by being given legs for transportation. Some 3,000 years ago he discovered that he could make stone wheels and thereby transport larger loads with greater ease. From that day up to the beginning of this century progress has been slow. But "Wow!" what has really happened in the past 20 years would have been unbelievable tales to our forefathers.

Think of the billions of wheels that are turning this moment and what it means to our economy. It was no small business when you realize it took over 40 million tires to mount the wheels on the new vehicles manufactured in our country in 1955 alone.

Truly the ingenuity of the American people has turned this invention of the wheel and the combustion engine into the creation of the greatest economy of well-being that has ever been known to mankind.

Truly, too, we find an industry that has become of age as we begin this year of 1957. Therefore we are witnessing great business changes. Among one of the more important things that we are facing is management knowhow and a will to adopt good business practices. Our trade responsibilities are much greater than ever and the question is will we manage to carry the load demanded of us to the proper success, or will we in mass fumble the ball?



A customer has swung in from street through a center lane leading to a rear exit and parking lot at Pratt's. Brake machine may be seen just before rear exit. Garageman Pratt is shown taking repair order.

Easy-Access Shop

By WILLIAM S. PRATT
President, W. S. Pratt, Inc., Washington, D. C.

WHEN we moved into our own three-story building, remodeled and equipped to give our customers the fastest and most efficient service, we proudly sent out 10,000 notices. We now had a building easy to get into and out of, could handle 40 cars at a time, and had installed the best modern equipment.

Our first floor was designed in layout for minor repairs; it was an invitation to our customers to watch us work on their cars.

Our customers responded very well. We doubled volume in September, 1956, over September, 1955, at our old location. Over the last nine months business has leveled off to a 20% gain over the corresponding period of last year, which is still very good considering the setbacks most of us have taken.

Every garage that has ever planned a remodeling was concerned with additional space, easy accessibility, stalls so arranged that cars would not have to be jockeyed around to move one car. We wanted a shop departmentized where major repairs taking a longer time would be separated from minor fast repairs. We also wanted a shop so arranged that customers who had the time and wished to observe, could watch us check out on testing machines and see us carry out repairs.

We had always wanted our customers to have a comfortable waiting room, attractively furnished, where they could relax, read or watch television until their cars were ready.

We had always felt that the bookkeeping and records department should be removed from the production departments to amply spaced, quiet offices of their own. Moreover, we wanted a complete one-stop automotive service. We had become so well known in town for the exceptionally skilled work we did in brakes and front-end that general repairs had lagged. We wanted to attract diversified repairs.

We have realized all of our objectives, and more. We have lost our gas-station look and give the impression of a competent servicing operation. With public transportation right at our doorstep, our customers find our shop conveniently situated when they come to

Side bays stemming off center lane take care of quick minor repairs on first floor of this shop.



Volume is well up since this Washington garage moved into its new home designed to achieve it.

pick up their cars or leave them. Our close proximity to jobbers up the street helps us get parts in double-quick time.

A 12′ by 15′ center entrance door on our 72′ by 100′ building brings traffic onto a lane that runs clear to the rear of the building, opening into another center door 12′ by 15′ that exits into a back alley. With stalls on either side, this lane can be kept clear as cars keep moving into side bays or right through to our parking lot in the rear. All brake, front-end, motor, wheel-balancing and light checking are done on the first floor as well as lubrications.

All testing machines, analyzers and overhead greasing equipment are well in evidence for customers to watch car check-ups. A brake machine and hydraulic lift at the rear end of the lane provide added testing and repair means. At the right rear a 12′ by 22′ elevator transports cars to the second and third floors. At the left rear are located an 18′ by 12′ waiting room with adjoining cashier's booth 18′ by 5′ and an 18′ by 8′ utility room.

On a mezzanine between the first and second floors we have our bookkeeping and records department in an 18′ by 25′ space.

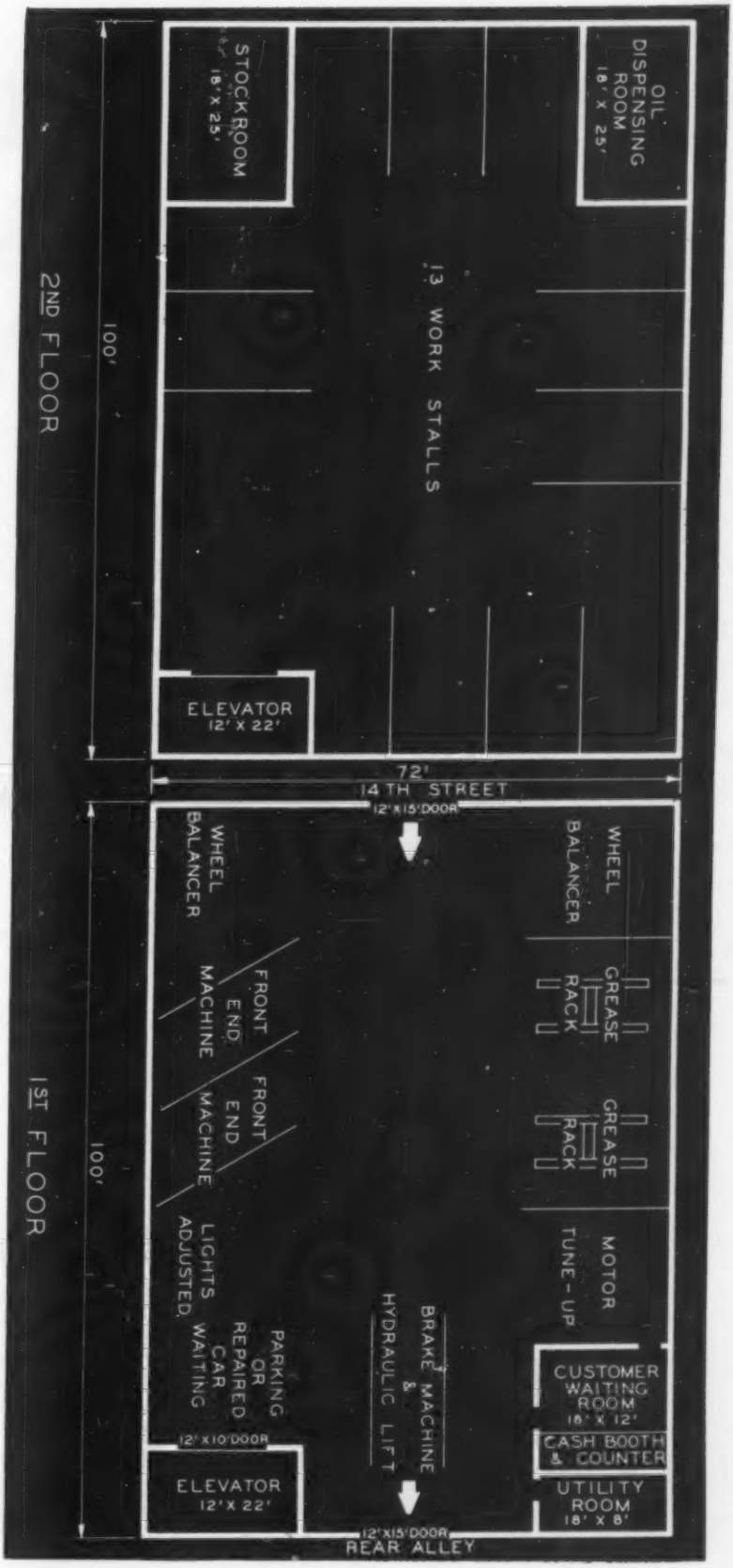
On the second floor we have 13 stalls for motor overhauls, transmission, differential, clutch overhauls and brake relines. An 18′ by 25′ stockroom, 18′ by 25′ oil-dispensing room and an elevator 12′ by 22′ take up three corners of the second floor.

A body and fender shop on our third floor is rented out under contract.

Our new quarters have bettered working conditions for employees. The old stalls opening onto the street at our former location used to get the beating sun all afternoon, making the stalls insufferably hot to work in. At our present place all bays are situated in the building. Fans keep the shop comfortable for all. Offices and waiting room are air conditioned.

The ceiling on the first floor is 16′ high. Four-tube fluorescent fixtures with lamps of 160 watts per unit comprise 72′ of lighting on the

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Our Gravy: 'Automatic'





Above: James E. Furchess explains to a customer why his automatic transmission needs a major overhaul.

Right: Claude A. Ramsey gets down to the business.

Specializing brought us $40,000 during 1956 on automatic transmissions.

By JAMES E. FURCHESS and CLAUDE A. RAMSEY
Co-Partners, Temple View Garage
Alexandria, Va.

WE GOT into automatic transmissions by choice. We saw a market for automatic transmission repairs that the average mechanic would not get into.

An automatic transmission is one item you have got to know thoroughly to diagnose. You cannot depend on a routine diagnosis in an automatic transmission when it is not working properly. It takes thinking in every individual job. We found that automatic transmission for this reason intriguing in itself, but also a promising and increasingly profitable field because more and more cars on the road were having automatics.

We weren't wrong. When we opened our shop in February '55, we began running at capacity production right from the start, $2,500 to $3,500 a month. Work sent us by dealers, independents, gasoline stations and from the car-owning public brought us more and more work; we made steady customers who began telling their friends and neighbors about us. We didn't advertise.

Today we are three full-time specialists and an apprentice averaging $3,500 a month, expecting to gross for '56 approximately $40,000. In these two years we can recall only two slow weeks, and these were profitably put to use rebuilding automatic transmissions, a practice that occupies us whenever there are a few minutes to spare.

How does a general repair shop or tune-up specialist get into automatic transmission specialization? If you are determined to learn an automatic transmission and are not afraid, then go to it—nothing can stop you. Work with a good hydraulic man and figure it will take you two years of experience to be a first-rate specialist. If you've got any doubts about wanting to stick with automatic transmissions entirely, then forget it.

We dug into this complex unit on our own way back in '41 when we were working for a dealership. It was an emergency job on a Hydra-Matic and the experimental operation proved a great success. From then on, all automatic transmissions were assigned to us.

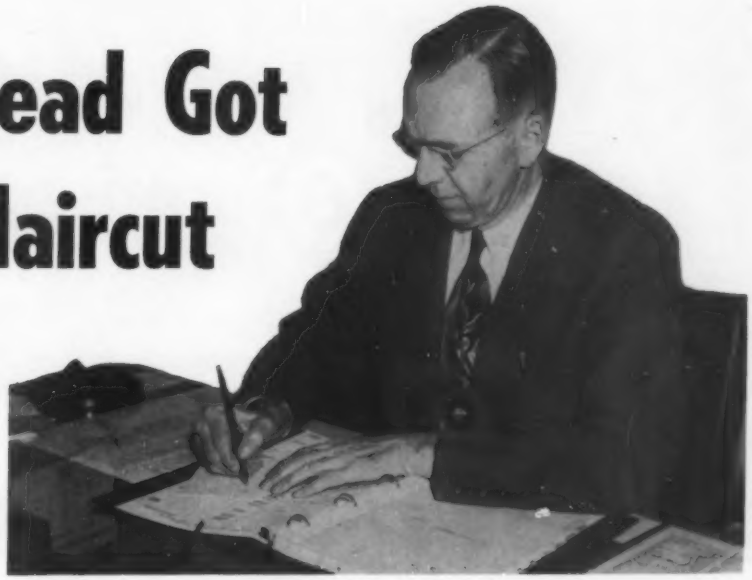
You should know hydraulic systems and be the kind of mechanic who knows when an engine is giving peak performance. Among the first steps you can take on your own to learn an automatic is removing and replacing the unit in the chassis, learning to make adjustments, to disassemble, study parts, their names, their use, their identification in the book and how to locate them.

There are specialists in automatic transmissions who may not agree with us, but we believe in studying this unit on your own, gathering all the experience you can. You need plenty of varied experience for a complete knowledge of this unit in order to diagnose competently. Some may think this is the hard and costly way, but

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Our Overhead Got a Real Haircut

By GEORGE B. WELLER
General Manager, Wilson Pontiac, Inc.
Silver Spring, Md.



The gains from trimming his overhead show George B. Weller that his expenses have been shaved off to save $3,000 to $5,000 a month today.

WE HAVE watched our overhead and made changes where it would do some good without hurting our operation. Our expenses today mark a savings of $3,000 to $5,000 a month over the '53 figures.

First of all, we examined labor costs in supervision, the shop and office. We had two men conditioning new cars who were on a piecework plan. In order to hold down costs per car where additional work was necessary for which the factory made no allowance, we placed them on salaries, bringing labor costs more into line with income. This meant a savings of 50% on this item.

Our supervisors and service salesmen had previously been on straight salary. Most of our department heads and service salesmen now operate on a bonus plan based on car sales and efforts of the service sales department so that cost of supervision now varies with amount of business and amount of productive labor. Our parts manager and service salesmen get 1% of the gross profit of sales less the cost of sales on new cars. The bonus plan has meant a savings of 10 to 15% for us.

The savings stemmed from many of the changes, such as replacing the more expensive cheesecloth with absorbent diaper material. A garden spray gun and a sea sponge reduced upholstery cleaning costs.



For years our service department had been in the red. Absorption was down to 40%. To put our shop in order, we reduced flat rate percentages to mechanical and body personnel from 44% and 46% to 40% and 42%. Our men are still getting among the highest earnings in our area. Our mechanics have stayed with us through the years and are known for their quality workmanship. Their skill has built our reputation for service, and brings the year-'round high volume that keeps our shop at capacity production. The cut in flat rate, however, has put the shop in the black with a 65% absorption.

In the office a staff of three was reduced to two when we let a clerk go, saving $225 a month. Her duties of tag and title work, filing and other office chores were absorbed by the remaining staff.

One of the hardest items to control is supplies. We are now using heavy-duty fluorescent tubes in the showroom that are longer lasting and are guaranteed for two years. This has meant a savings in materials and labor, since the height of the ceiling required us to call in an electrician to put in the tubes.

We have found that we could cut costs on overalls and laundering by a third by buying our own and supplying our men with uniforms and laundry rather than renting. A rental service charges you whether the uniforms are soiled or not. Each of our men has five uniforms, gets a daily change and without cost to him. We find that relieving them of this expense maintains a better relationship, giving us an added advantage over competition.

We are saving about a third of our former expense on polishing cloths. Formerly using non-absorbent cheesecloth in tremendous quantities, we are now finding diaper material far more satisfactory. Since the cloths take two launderings, we have doubled the life of these materials.

Detergent upholstery cleaner was consumed wastefully. We solved this problem with a garden spray gun and a sea sponge that takes only a third the materials we formerly used.

Instead of using floor scrubbing materials which were unsatisfactory because of cost of materials, labor and lack of a drain system in our shop, we use cleaning fluid and an oil-drying compound to keep our stalls clean. It is more economical, has brought us a savings of 35% on cleaning fluids

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Our Car Salesmen Surprised Me Too!

By not furnishing them gas, our men met prospects at service stations. A sales force of high quality kicked up our net.

By JOSEPH W. PHILLIPS
President, Joe Phillips Mercury, Inc.
Alexandria, Va.

WE HAD been struggling a long time with the problem of fair and equitable compensation for salesmen. For some time we had been very eager to attract men who would qualify—not floaters and not hangers-on.

I often wondered how many deals we were losing not because customers wanted too much money for their cars but through lack of ability of salesmen to handle a customer properly.

I was convinced we were losing a good number.

Analyzing the situation, we decided our solution lay in attracting top salesmen — ten-car-a-month men—through a compensation plan that would give them a guaranteed salary plus commission on each car sold. We wanted to give that type of man the opportunity of making $10,000 a year or better.

Believing this kind of man definitely would handle a customer properly and save the house $50 to $100 per deal in allowances, we figured it would not cost as much per unit to sell automobiles as it had under our old plan of commissions or flat rate per unit at no salary or drawing account.

The plan has been in effect two months and it brought us better deals in cleaning up '56 models than at any time during the peak of the season, and we received orders subject to price on the '57 model. We now figure on 50-plus cars a month with six salesmen. It appears we shall be saving $50 selling expense per unit, or, putting it another way, we believe selling expense on new cars will be 50% lower than new-car selling expense in '56.

The plan we devised: there is a salary of $300 per month with a flat $40 per car for a car selling under $3,500 and $60 per car for a car selling over $3,500. In addition, we pay $15 for a full finance deal; $10 for a finance deal with insurance and a lower interest rate; $5 for a finance deal where the vehicle owner furnishes insurance.

We have discontinued furnishing salesmen gasoline, not because of cost involved but to get salesmen to visit various service stations for their gasoline and thus promote bird dogs. Demonstrators are all company-owned, giving the house control of the vehicle. All service is furnished with the exception of placing responsibility on salesmen for the maintenance of the car's appearance. He is required to keep it clean.

Under our new plan we have an outstanding sales force. The men are producing, are happy and word has got around to the extent that we have a waiting list of men wanting to work for our company. All of our men are 100-car-a-year men or better.

When we adopted our plan, we swept out all of our old sales personnel. Our former plan was based on the house holding back $235 and giving the salesman a list by stock number, model number and retail price with the full gross profit after deducting $235. For any part of that gross that he saved up to $100, he received 100%; for any part saved over the first $100 he received 50%. This plan worked very well with one of our former men. But the rest, not being able really to do a good selling job, saved the house very little and made little for themselves, naturally.

A plan by which one salesman made money and the balance did not proved to me that my compensation program needed restudy. The above plan was adopted with one manager and six topflight quality producers as a maximum sales force.

The test of an applicant's suitability to me was past performance. I insisted on 100-car-a-year men and fortunately was able to get them from an old, established business that had recently closed up. We checked on performance records. The men also met a second condition I required: they were men with families whose wives were not working. These were men who had to get out and make money.

When we got these 100-car-a-year salesmen, we did not attempt to change their methods or detain them in sales classes. We do have sales meetings three mornings a week, half-hour quickies, and evening sales meetings lasting two and a half hours twice a month at which they see factory films, slides, hear records, study their cars and competition. But we let men like these keep their way of doing a good job. Our job is just to find such men.



To solve the labor shortage, says George Ranes, many dealers must have a new conception of service managers.

Getting Mechanics: An Internal Problem?

By Baron Creager
Southwestern Editor

RECRUITING and keeping mechanics in the shop is largely dependent upon character and personality of the service manager and shop foreman and their ability to get along with and manage people, in the opinion of George Ranes, who owns and operates Ranes Motors, Inc. (DeSoto-Plymouth), Dallas, Texas.

Satisfactory solution of the problem in the individual shop requires an entirely new conception on the part of many dealers of just what the service manager should be, Ranes thinks.

This dealer is scheduled to participate in a panel discussion during the National Automobile Dealers Association convention at San Francisco late this month. "Recruiting More Automobile Mechanics" is the panel subject.

"It is my opinion that too many dealers look at their service manager from the viewpoint of his technical qualifications," said Ranes.

"In the past, dealers have given too much consideration—and I included myself in that class of dealers until recently—to the ability of a service manager to know and get along with factory people and properly execute the necessary paper work, including claims. In a general way, we have wanted, and we have employed, service managers who were mature technically. In a considerable sense, that conception has also applied to shop foremen.

"Actually, what we need in the position of service manager is a man of competence, yet with broad understanding in the field of human relations. This applies in not much less a degree to the shop foreman, but since the service manager is more important of the two from the over-all standpoint, I refer to that function more specifically.

"As I see it, there are few jobs that offer a multiplicity of problems such as confront the service manager.

"Because of the nature of the work and the manner in which mechanics are compensated—by commission—in perhaps 95% of shops, the mechanic is actually in business for himself. Of course, the only way he gets his customers is through the service room door.

"But—unless the man who distributes the work is competent and understanding, he can maldistribute the work in such a manner as to displease anyone and everyone.

"Therefore, mechanics have to believe in their service manager. In a smoothly functioning shop, he must be a man in whom mechanics have supreme confidence. At the same time, the service manager must look after my interests and be equally conscious of interests of the customers. He must remember that a customer does not care whether or not his work is done by a specialist. The customer just wants that car fixed.

"To sum it up, a service manager must have leadership and he must carry water on three shoulders. That's a big order. It takes a highly competent man to do that."

Ranes does not pose as an expert in the field of employe relations nor as having done anything outstanding in his dealership in recruiting mechanics.

"We haven't done anything to brag about in this dealership," he said.

"But, currently, I am highly pleased with supervisory personnel and conditions in the shop. Perhaps I learned my lesson the hard way.

"What I am about to say is not to be said with even a touch of critical bitterness about the individual who once was service manager here. We are still very good friends and I respect him and admire him. In a technical sense, he left nothing to be desired.

"But he could not spark the men to an extraordinary effort in their work. Even in trying to get mechanics to do what they are normally expected to do, he irritated and offended them. He just didn't know how to get along with people."

Ranes does not believe the industry-wide problem of a mechanic shortage will be easily disposed of. He contends that a more acute interest must be manifest generally throughout the industry and, specifically, by each segment of the industry.

"It will take cooperation between all branches of the industry and, beyond that, cooperation between the industry and schools that

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Free Car Inspections Go over

By Warner Ogden

AN IDEA for voluntary vehicle inspections in ten middle Tennessee towns has helped hundreds of owners of automobiles and light trucks. And it has meant more shop volume for garages and dealerships of all kinds over that area.

R. H. Chilton Co., Inc., Nashville, is being widely commended for the success of the venture. The safety lane equipment was provided for the free inspections through the courtesy of that company.

The Tennessee Highway Patrol was pleased at results and there was a possibility the Governor's Emergency Traffic Safety Committee would try to get a bill passed by the general assembly, which convenes this month, for compulsory inspections.

A check of the Chilton records reveals the inspections found these needs:

Need for brake service, 30% of all inspected.

Need for wheel alignment correction, 40%.

Need of headlight service, 90%.

"We think that the reason those percentages are so high is that we do not have compulsory inspection laws in Tennessee," said R. Quinn Barton, sales manager of Chilton. "Along this same thought, I have made a spot check of vehicle owners during these inspections, asking them if they would object to compulsory inspection, these owners being from all walks of life, and I have my first one to object.

"I would also like to point out these facts:

"Population increase in United States since 1941, 15%.

"Passenger-car registration increase since 1941, 115%.

"Truck registration increase since 1941, 171%.

"Thus, with the great increase in vehicles on the streets and highways of our country today, I feel that some form of inspection required by the state safety laws is absolutely necessary.

"The most gratifying part to me of the safety lane program of voluntary inspection is the incident which occurred recently. Many motorists came through the inspection lane and their troubles were pointed out. They went directly to a shop, had corrections made, returned to the lane and requested to be checked again, offering to pay for the second trip through. Of course their money was not accepted, but I feel that this is a typical situation which occurred at every safety lane location."

The idea for the voluntary inspection tour originated at the State Fair in Nashville in 1955. R. H. Chilton Co. had bought a safety lane for display at the fair.

Let Barton tell what happened:

"The Safety Department of the Tennessee Highway Patrol had its exhibit directly across from our tent display and inasmuch as the exhibit was based on safety and as we had the safety lane set up for display, they asked us for permission to include the safety lane in their exhibit, which we granted.

"During the fair display a tremendous amount of interest was created for the cause of safety. Officials of several towns and counties in the middle Tennessee area

The voluntary safety inspection tours began here in Donelson. At times the equipment was averaging an inspection of a unit every two minutes. At left below: Highway Patrol Lt. John Fields (right) and a patrolman are shown manning the headlight-testing equipment used in the program.





Big in Tennessee

Tests showed: 30% needed brake service, 40% required wheel alignment and 90% had inadequate headlights. Is it any wonder that a move for a Tennessee law is now underway?

requested that if possible the safety lane be set up in their areas for voluntary inspection under the supervision of the Safety Department of the Tennessee Highway Patrol.

"Capt. Joe Patterson and Lt. John Fields of the Safety Department and I discussed this possibility for several locations. Through the cooperation of public officials and local civic clubs (Rotary, Kiwanis, Lions, Jaycees) we have placed the safety lane voluntary inspection program in ten different towns in middle Tennessee and have checked between 4,000 and 5,000 automobiles and light trucks and all emergency vehicles such as ambulances, local police equipment and sheriff's patrol.

"The largest number of vehicles inspected at any one such period was in October 1956, during a two-day program lasting ten hours, when 688 automobiles were checked. During this period we checked an average of one car every two minutes."

A double-faced inspection card was used. One copy was given to the owner of the vehicle and one copy was retained by the patrol for files. The only information recorded on the card was the make and year model of the car, as the owner's name, registration number and license number were omitted.

Safety lane equipment used checked the four brakes independently, punching the card automatically, thus recording the braking condition.

Also punched was the condition of the headlights and front wheels and a visual inspection was made of the other items listed.

"Donelson was the first town we visited after the voluntary inspections began," Barton said. "Since then, we have had more demands than we could fill. In most of the towns we had long lines of cars waiting to be tested."

The tour of towns has been enlightening, said Lt. Fields, highway patrol safety consultant, with motorists crowding in to see what was wrong with their vehicles.

Results were enlightening, too, Fields said, as 90% of all vehicles inspected showed some defects.

Reports of the idea attracted interest in eastern Tennessee and western Tennessee, too. In Knoxville *The Knoxville News-Sentinel* and in Memphis *The Memphis Press - Scimitar,* both Scripps-Howard newspapers, used a story from their Nashville bureau writer, Ed Topp.

Thus the entire state learned of how free car inspections helped safety in middle Tennessee and spurred a move for a compulsory inspection law in 1957.

Topp described an inspection he watched at Springfield:

"Equipment was installed in the National Guard Armory garage. The free inspection had been publicized by Springfield Jaycees and by noon the men had a brisk business.

"Motorists who have their cars tested regularly in Knoxville and Memphis (under city laws of those cities) are familiar with the testing routine which was used at Springfield. All lights, including directional signals, windshield wiper and horn were checked, followed by a check on brakes and wheel alignment.

"There was some type of defect in each car we saw tested at Springfield. Some of them were new cars—1957 models. Asked about that, Lt. Fields said it makes no difference whether a car is old or brand new, 'frequently new cars need headlight and brake adjustments and wheel alignments.'

"The men operating the voluntary inspection were hopeful that Robertson County motorists would leave there to have their cars' defects corrected.



Civic clubs distributed handbills similar to this, and the crowds of vehicle owners came in for inspections in such a big way that Tennessee's legislature may be asked again to approve an inspection bill which it turned down in 1955.

"Maybe some of the opponents of a bill in 1955 were among the motorists who received free auto inspections through the Chilton Co.'s services. If so, they would probably be found among those pushing the bill in the 1957 legislature."

Among other places where car owners had the opportunity of free inspections were Old Hickory, Gallatin, Franklin, Murfreesboro, Lebanon, Columbia, Thayer General Hospital and the Veterans Administration offices at Nashville.

Largest number reported handled in one day was at Columbia, almost 700.

At each town, handbills were distributed telling of the inspection offer. The handbill of the Columbia Rotarians, for instance, said the inspection would be for two days (Oct. 23-24) at the Columbia Tobacco Warehouse and "everyone is invited to take advantage of this free service," adding:

"This check is for safety purposes only!

"Conducted by the State Highway Patrol and the Columbia Police Department.

"There will not be any arrests made of drivers of faulty cars, regardless of condition. The purpose of this check is to determine how safe your car is to drive. The cor-

(Continued on page 70)

Fourfold Increase in Net



Maybe you don't recognize this as a key, but the author says the used-car lot is the key to profit for franchised dealers in this new year.





Top: Only salable units are taken in trade at this dealership. Here Jim Calhoun figures on a trade-in. Above: The rising net looks good!

By JIM CALHOUN
General Manager, Calhoun Chevrolet Co., Inc.
Charlottesville, Va.

OUR net profit increased fourfold this past year over 1955!

The gains came about largely from a better analysis of what makes a deal profitable, what stabilizes an operation in changing market conditions and what is important for the small car dealer in a smaller town.

We examined our trade-in policies, took a better screening of deals, studied our advertising and reappraised our shop personnel and pay plan. We found ourselves in need of a few changes and promptly went to work on them.

There was a time, prior to our net profit gain, when we would take in any car, salable or not. The retail used-car market is good in an area like ours and we felt we could afford to. Yet the most important key to this profitable market today for a small car dealer is the proper estimate of a used car. We are convinced it makes the difference between going broke or not.

We now take in only salable units—makes and models that will hold up under reconditioning and sell at a profit. It is not enough that a car be clean. It has to be of a make whose engine is worth fixing and after overhaul will stay fixed.

We formerly had no idea what our gross profit would be on a car after reconditioning. We now have one of the company officials in on deals, and when necessary call in a mechanic so that a proper appraisal is made on the basis of costs of reconditioning.

Gross profit is forecast before the deal is clinched and deals turned down where profit is slim. We are consequently giving a better accounting of ourselves on the used-car lot.

Let me give you an example of one of our deals:

Right after the '57 models came out, we sold a '56, trading in a '50 Dodge sedan with 24,000 miles on it on which we allowed $827. A good, clean, sound car, it took no more than $65 to repair the damaged trunk lid. We sold the Dodge for $500, the '56 Chevrolet for $2,677.90. Including all overhead expenses, our gross profit out of the deal came to $766.

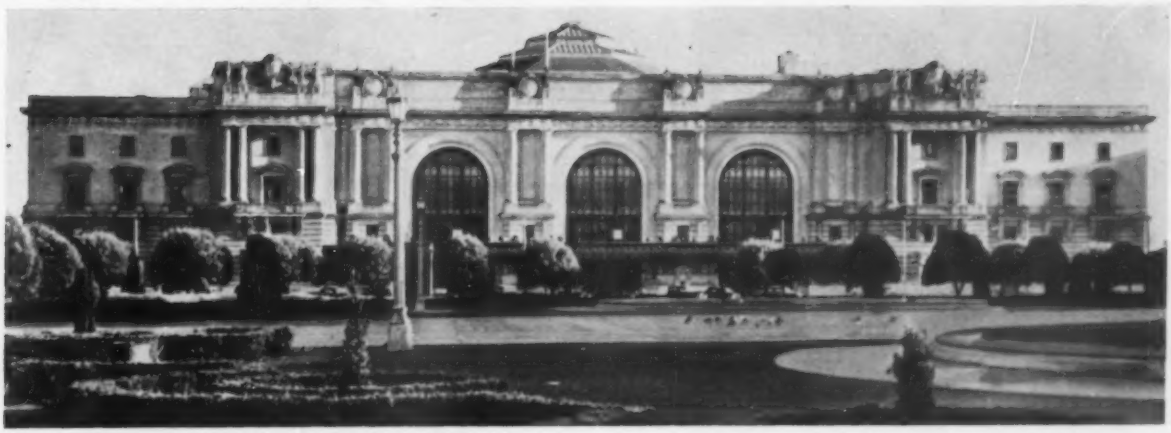
We are making other similar deals.

Our used-car inventory usually stands at 35 to 55 at announcement time. At the height of the selling season we have about 55 used cars on the lot. We do not panic when a car remains with us 30 days or more. If we have a good car, we feel it does not depreciate, as some dealers think.

We have no need to control over-age cars as drastically as dealers in larger towns. There is a good chance of retailing the over-age car here and getting a better price than in a large town.

Our sales volume averaged 325

(Continued on page 74)



San Francisco's beautiful Civic Auditorium will be the scene of the convention and equipment exhibition.

Nation's Dealers Go West

THOUSANDS of franchised dealers will head west for the annual convention Jan. 26-30 of the National Automobile Dealers Association, which has amassed the hardest-hitting battery yet for an NADA convention.

The 40th annual conclave will be held at San Francisco's huge and beautiful Civic Auditorium, where also will be staged the largest equipment exhibition in NADA's history. More than 40,000 square feet of space will be devoted to the exhibition—10,000 more than used at Washington, D. C., last year.

An outstanding feature of this year's event will be a service consulation hall, where top factory service managers and members of their staffs will be available line by line to confer with dealers and service managers. Over-all phases of the service picture, such as supervision and management, merchandising, model service floor plans and service training programs, as well as other aspects of service operations, will be features of individual manufacturers' setups.

Service problems will also be tackled during two days of service clinics when dealers and their service managers will hear their most pressing problems aired in panel-type discussions. The clinics are scheduled for Jan. 26 and 27 and will also be held in Civic Auditorium.

The service sessions were planned around information obtained from a survey among dealers. For example, a check of dealer opinion as to what are the dominating problems in the service department was made before topics were scheduled for the two-day service sessions. Heading the list for discussions is the topic "Recruiting More Automobile Mechanics."

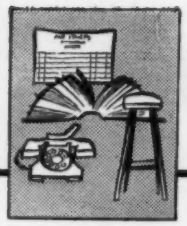
Among the panelists will be:

Saturday-Jan. 26: Guy Arthur, Jr., of Guy Arthur and Associates, Inc., Toccoa, Ga., chairman of a 2:15 p.m. session on "How to Attract and Hold Mechanics." Other panelists will be: Frank Collord, of Frank Collord Co., Waterloo, Iowa, NADA director and chairman of the personnel relations

(Continued on page 102)

For the first time in NADA's 40-year history, the presidents of Chrysler, General Motors, Ford and American Motors will address convention delegates. Shown here are (l. to r.): L. L. Colbert of Chrysler, Harlow H. Curtice of GM, Henry Ford II of Ford and George S. Romney of American Motors. John L. McCaffrey, chairman of International Harvester, will also speak. The '58 meeting will be at Miami Beach.





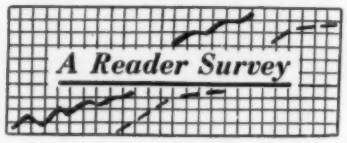
SOUTHERN JOBBERS and FACTORY MEN

90% Say Sales Up

LATE fall business failed to meet expectations for many jobbers over the South and Southwest, but 90% still reported gains for the first 11 months of last year over the same period of 1955.

Five per cent said in answers to a questionnaire mailed to 350 that their volume was the same and an equal percentage said their sales were down.

One veteran wholesaler, an official who for years was an execu-



tive with an aftermarket factory and whose volume was up 4.5%, observed:

"Any comment I would have to make on the subject of current trade problems would be repetition, for many other small distributors must have made the same observation many times.

"The problem is the cost of doing business going up and the margin of profit allowed by the manufacturer going down. They all seem to be playing for the large distributor and have forgotten about the small man. (This is a story in itself and I had better not get started on the subject.)

"I will add that the good warehouse distributor can help IF the manufacturers as a whole will permit him to. There are still many manufacturers that believe that the small distributor can live on sub-jobbers' prices.

"Then, too, the big buyer and the group buyer are throwing their price advantage away, in many cases. The little man will have to meet them somehow.

"Lack of attention and interest on the manufacturers' part for the small man is hurting."

A West Virginian sounded some of the same troubles. Said he:

"Our problem is the low net profit. We need larger margins. We can't cut operating costs much more with labor continually on the rise, as well as utilities."

His volume was up about 15% for the 11 months, despite a decline the last three months. "General softening of the economy and tight money" accounted for the recent slump, he said.

On the point of labor, the labor unions were reported to be aligning their forces in some towns to organize wholesalers' businesses.

The increases generally were under 10%, while scatterings ran higher. One firm in a small Texas town experienced a rise of $11,000, attributed to the addition of a second salesman.

Top reporting company listed a climb of 43% for the 11 months. Heading up this company is a man who has been in the business nearly two generations and has had wide experience in both big and small operations.

A Memphis executive reported his figures ahead of 1955's by 5% but added:

"The past two months the bottom dropped out. Collections are much tighter—off 10% same time last year."

A well-known Alabama house reported:

"Through August of this year we were 17.7% ahead of last year due to pushing certain 'hot' lines. However, starting with September business it seems to have taken an about-face! September, October and November have been behind the same months of 1955. Our 17.7% increase has now dropped to 11.7% due to this decrease. The

M. I. "Mose" Hudson of Jacksonville, Fla. (far right in top row), is the new secretary of Automotive Booster Club International, Inc., and under usual procedure will become president by gradual promotion. Other officers named last month at Chicago included (l. to r.): seated, Ed C. Abdelnour of New York, first vice-president, and Charles Carter of Toronto, president; back row, Joe Del Greco of Cincinnati, treasurer, and Wm. L. Knoyer of Denver, the second vice-president.



fall season has been warm and price-cutting on anti-freeze is more drastic than ever."

A Virginian whose volume was up 14% also complained of price-cutting, "especially equipment."

A Mississippian's sales were up 3%. Said he:

"Our biggest headache today is getting the right sales personnel. The whole jobbing industry seems to have the same problem."

Georgians Urge Action On Inspection Law

CREATION of a committee to work for the enactment of a state motor vehicle safety inspection law was authorized in a resolution adopted at the third annual convention of the Georgia Automotive Wholesalers Association at Atlanta last month.

Another adopted resolution authorized a committee to protest should the public service commission grant the increases of 30 to 100% in rates requested at a recent hearing by motor carriers. The commission has the matter under advisement.

Ernest G. Spuhler of John A. Harris & Son, Atlanta, the retiring president, pointed out that through the association's influence a brake fluid standards law had been enacted. He said the association, which voted to trim dues sharply, expected ultimately to employ an executive secretary.

The new officers were instructed by the convention, which was attended by approximately 60 persons—most of them wholesalers, to work out with Federated Mutual a more liberal group insurance plan, since only 11 persons had come under its coverage after being sanctioned by the association at a previous meeting.

Speakers at the one-day meeting included Dr. Charles Lapp of Washington University, St. Louis, Mo.; John Rogers, president of John Rogers Co., Atlanta; Charles H. "Chuck" Davis, executive secretary of the Florida Automotive Wholesalers Association, and William C. "Bill" Herbert, editor of SOUTHERN AUTOMOTIVE JOURNAL.

Southwest Show Space Dwindling Rapidly

OVER half of the available space for the 1957 Southwest Automotive Show has been sold and more than 200 jobbers have pledged their support, according to Show Committee Chairman Ralph E. Russell of Dallas, Texas.

"It looks like this will be one of the outstanding Southwest Automotive Shows," said Russell. "Enthusiasm is great, not only with the factories but with the jobbers as well."

The show is scheduled to be held in the Automobile Building, Fair Park, Dallas, April 4-7. A banquet will be held at the new Statler Hilton Hotel the night of April 4.

The space drawing will be held Feb. 15.

Show authorities voted last month to hold no show in 1958 but stage one in 1959 at a place yet to be determined. It presumably will be in a Texas city.

These men will guide the Georgia Automotive Wholesalers Association this year (l. to r.): seated, Ernest G. Spuhler of Atlanta, retiring president; Ray Birdsall of LaGrange, president; Frank Mills, Jr., of Cartersville and Bernie Karp of Atlanta, vice-presidents; back row, Robert Perrin of Atlanta, secretary; A. J. Barnes of Manchester and Allen Chappell of Americus, directors. Absent were two others elected directors, Luther Drennon and Jack Verner, both of Atlanta.





Roy E. Davis joined Aluminum Industries, Inc., Jan. 1 as district manager for the Virginias, Carolinas, Kentucky, Tennessee and north and central Georgia. H. S. Riley, sales manager of the parts division, announced. Davis, who will continue to headquarter at Atlanta, was with Toledo Steel Products Co. for 15 years, including the regional managerships in the Southeast and West Coast, and on several occasions set records for sales. Since last April he has been manager of the industrial photographic sales division of M & F Supply Co., Atlanta.

●

Guy Campbell Dies at Monroe

Guy Campbell of Motor Supply Co., Monroe, La., died suddenly Dec. 6. He was vice-president of the Automotive Wholesalers Association of Louisiana, which he helped to found.

●

Carl Clifton announced this month his formation of Clifton Sales, 3224 Wood Valley Road, N. W., Atlanta 5, Ga., as a manufacturers' agency. Clifton, who is now adding lines, has been district manager for the last six years for National Motor Bearing Co. in Alabama, Florida, Georgia and eastern Tennessee and will travel this area for his new company. Earlier he was southern regional manager for Thermoid Co.





From an 18′ x 30′ space to this handsome establishment (across top) with 11,700 square feet of space, plus branch store pictured across bottom, is what Motor Parts and Equipment Co. of Danville, Va., can boast of in only ten years. The branch store located in Martinsville, Va., has 4,500 square feet of space.

Ten Years Old and These Virginians Were Ready for Their Long Breeches

READY to take a giant step only ten years after its organization, Motor Parts and Equipment Co. of Danville, Va., not only has added a spacious, new main building but can boast of a branch store besides.

Organized in 1946 by James S. Carter, Ralph J. Doss and Joseph W. Carper, the company opened for business in a space 18′ by 30′ at 504 North Main St. in Danville.

Ten years later, the new building, located on a lot 162½′ by 250′ at 920 Riverside Drive, provides 11,700 square feet of floor space. When original plans are completed it will supply 22,500 square feet of space, completely air conditioned, with concealed ducts for heat and air conditioning.

Nine complete rows of fluorescent lights 90′ long provide lighting for bin space, a row of lights shining between each section of bins.

A modern, up-to-date machine shop, 20′ by 50′, is equipped with a crankshaft grinder and other new equipment for complete machine shop service.

Parking area in front of the building accommodates 25 cars, with a capacity for approximately 25 in the rear. A six-inch coat of asphalt surrounds the establishment.

Nineteen persons are employed at the main store and five at the branch at Martinsville. Four outside salesmen travel a radius of 50 miles around Danville.

Covering 4,500 square feet of floor space, the branch store is managed by James C. Worley. It also has a machine shop.

Carter retired in September 1951, selling his interest to Doss and Carper. He now works only part time along with his farming.

Lines carried by the firm include some of the best-known manufacturers in the business.



Ray Z. Oswald, formerly president of Clevite Service, who first opened up—in 1925—the Southeast for Thompson Products, Inc., is now the owner and operator of Genuine Parts, Inc., at Melbourne, Fla., having bought Vaughn & Wright, Inc., of Melbourne. He has been engaged in the aftermarket for 37 years.

●

"We have recently added **Auto-Lite** batteries," announced **Hershell Phillips**, partner, **Dunn's Auto Parts**, Cookeville, Tenn.

Insurance Sponsored by Association May Cut Alabamians' Costs by 30%

IN ADDITION to having adequate coverage, members of the Automotive Wholesalers Association of Alabama will find the savings under their association-sponsored insurance program to be as much as 30% in comparison with rates they had been paying.

That was brought out at the recent fall convention in Montgomery by R. T. Cannon, vice-president of Universal Underwriters, which tailored the program to cover all insurance needs, including fire, casualty and workmen's compensation.

Cannon complimented his listeners on the program which they had adopted and promised the closest possible cooperation with his firm's engineering and safety departments.

He pointed out that this was an experiment for his company in the aftermarket field, and while his company had been writing similar coverage for licensed car dealers for 34 years, this was the first association-sponsored program for wholesale automotive parts jobbers they had underwritten.

Those attending the convention were also treated to a film on account control and general discussion which followed. This film was presented by the Remington-Rand Corp.

At the night dinner, Nathan M. Roberts, who had been executive secretary for eight years and who resigned July 15, was presented with a resolution which recited some of Roberts' accomplishments and thanking him on behalf of the association for them. In addition, Mr. and Mrs. Roberts were presented a lovely silver gift by the association.

"Nate" spoke at the Monday luncheon on "Business - Tomorrow," and instead of painting a pretty picture of what might be expected in increased business and profits, he gave an appraisal of some pitfalls of taxation and other restrictive legislation which may have to be faced.

The meetings were presided over by President Don Jones of Opelika. Other officers are John D. Lee of Anniston and Lee W. Meriwether, Jr., of Montgomery. John W. Rooney is executive secretary.

Southern Distributors Added by AWDA

SEVEN distributor members from the southern section of the country have been elected by The Automotive Warehouse Distributors Association, Martin Fromm of Kansas City, Mo., executive secretary, announced after the annual convention at Chicago last month.

They are: Atlanta Automotive Distributors, Inc., Atlanta; Automotive Parts Warehousing Service, Baltimore; St. Louis Automotive Warehouse Co., St. Louis; Southern Sales Agency, Durham, N. C.; Jobbers Service & Supply, Inc., Oklahoma City; National Automotive Parts Warehouse, Houston, and Southwest Automotive Warehouse, Inc., Lubbock, Texas.

Manufacturers elected to affiliate membership are H. R. Basford Co., San Francisco, and Park Chemical Co., Detroit.

R. W. Doherty of Wilkening Mfg. Co. announced the following members of the manufacturers' advisory council for 1957 under his continuing chairmanship: Henry S. Clark of Shurhit Products, Inc., Waukegan, Ill.; Don Hanson of E. Edelmann & Co., Chicago, and F. R. Middleton of Herbrand Division, Fremont, Ohio.

A full program was carried out during the four-day convention at The Palmer House.

Holston Auto Opens Repair Shop

Holston Auto Supply Co., Kingsport, Tenn., recently opened a repair shop at its Rogersville, Tenn., branch. Billy Lane is in charge of the shop.

(More Jobber News on page 120)

Elmer G. Shue has been appointed southeastern regional service manager of The Black & Decker Mfg. Co., Towson, Md. A native of Baynesville, Md., Shue, 31, joined the organization in 1943 as a service repairman.



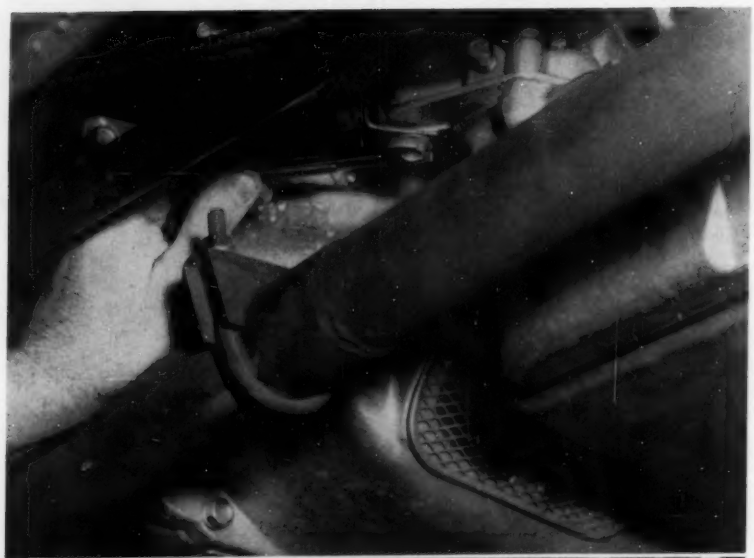
These officers, directors and committee chairmen will chart the course for The Automotive Warehouse Distributors Association this year (l. to r.): seated, Bernard Bock of Bobro Products, New York City, treasurer; Thomas S. Perry, Thomas S. Perry Co., Atlanta, first vice-president; Walter T. Devine, Lenk, Inc., Boston, president; E. A. Tapp, Jobbers Supply Co., Inc., Kansas City, second vice-president, and Robert S. Weber, P. E. Weber, Inc., Milwaukee, secretary; standing, Sol E. Fuchs, Fox Distributing Co., Chicago, charter president; Irvin M. Cook, Imco Mfg. & Sales Co., Baltimore, past president; J. S. Connell, J. S. Connell Co., Dallas, membership chairman; A. P. Walter, Gabriel Distributing Co., Chicago, immediate past president; Paul R. Livoni, Crum & Lynn, Inc., Los Angeles, a new director; R. W. Doherty, Wilkening Mfg. Co., Philadelphia, chairman of manufacturers' advisory council, and R. A. Farris, Automotive Sales Co., San Francisco, chairman of the policy advisory committee. Not shown was J. B. Wilson of Wilson-Walther Co., Dallas, a new director. The convention was held at Chicago.

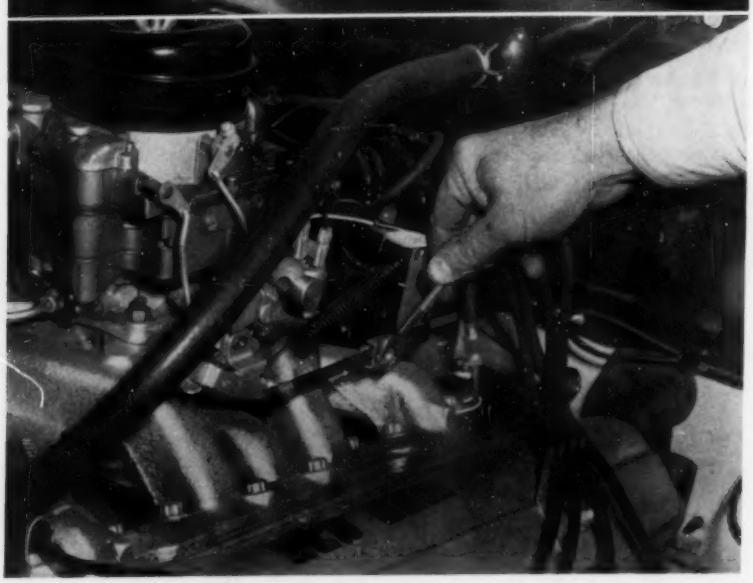




SERVICE *and* MAINTENANCE

Adjusting the TorqueFlite





Top: Fig. 1—Manual control cable adjustment.

Above: Fig. 2—Throttle linkage adjustment on '57 Dodge.

LET'S look at maintenance and adjustments of Chrysler's TorqueFlite.

Routine maintenance:

Checking fluid level (every 1,000 miles):

Allow engine to idle in N (neutral) while fluid is being checked. The "L" mark on the oil level indicator is the proper oil level for a cold (room temperature) transmission. After the transmission has been brought up



By E. M. Lowery
Technical Editor

to operating temperature, the oil level will have risen to the "F" mark on the oil level indicator. Oil level in a transmission that has been brought to operating temperature should not be allowed to go over the "F" mark on the oil level indicator. Add automatic transmission fluid (type A) if necessary to bring to proper level on indicator.

Draining and refilling (every 20,000 miles):

a.—Draining:

Remove transmission oil pan

drain plug. Remove the plate from the bottom of the torque converter housing and rotate torque converter until the converter oil drain plug is accessible. Check gasket on transmission drain plug. Install both plugs, tightening torque converter drain plug from ten to 12 foot-pounds and the oil pan drain plug from 15 to 17 foot-pounds. Install plate on torque converter housing and tighten screws.

b.—Refilling:

Pour approximately five quarts of automatic transmission fluid (type A) through oil pan filler tube. With engine idling in neutral, add enough fluid to bring fluid level to "L" mark on indicator (approximately three quarts). Shift transmission through all ranges and recheck. Add fluid to bring level to low mark on the oil level indicator. Make sure oil level indicator properly seats on filler tube to prevent dirt from entering transmission.

Preparation for winter driving:

During extreme cold weather (for which 5W oil is recommended and used in an engine) should slow engine turn-over be experienced on starting, it is permissible to drain one quart of fluid from the transmission and replace with one quart of kerosene. After performing this operation, the fluid level of the transmission should be checked in accordance with recommended procedures. If additional lubricant is required, sufficient automatic transmission fluid (type A) should be added to make up the difference.

Preparation for summer driving:

In the event the transmission fluid had been thinned down with kerosene for extreme cold weather operation, it will not be necessary to drain and refill the transmission. The higher transmission operating temperatures in warm weather will gradually drive off the kerosene; therefore, it is only necessary to assure that the proper fluid level in the transmission is maintained.



Fig. 3—Adjusting kickdown (front) band.

Checking for oil leaks:

The following points should be checked:

a.—Leaks repaired with transmission in vehicle:

(1) Transmission output shaft rear bearing oil seal.

(2) Extension gasket.

(3) Speedometer pinion assembly in extension.

(4) Oil pan drain plug and filler tube.

(5) Oil pan to transmission case.

(6) Regulator valve and torque converter control valve spring retainers.

(7) Control cable seal and housing gasket.

(8) Governor, line, lubrication, rear clutch apply and kickdown servo release plugs in transmission case (pressure test holes).

(9) Fittings on oil cooler lines at transmission and cooler (if so equipped).

(10) Neutral starter switch.

(11) If oil is found inside torque converter housing, determine whether it is automatic transmission fluid or engine oil. Automatic transmission fluid (type A) has a slightly sulfureous odor.

Correct by tightening loose screws or plugs. Where this does not remedy the situation, replace faulty gaskets, seals or plugs.

b.—Leaks requiring removal of transmission from vehicle:

(1) Sand hole in transmission case.

(2) Sand hole in front oil pump housing.

(3) Front oil pump housing screws or damaged sealing washers.

(4) Front oil pump housing dust seal.

(5) Front oil pump housing seal (located on outside diameter of front oil pump housing).

(6) Torque converter.

Leaks at these locations may be corrected by tightening loose bolts or replacing damaged or faulty parts.

Fig. 4—Adjusting low and reverse (rear) band.



SHIFT PATTERN SUMMARY

Note: All shift speeds may vary plus or minus due to production tolerances.

Shift	Upshift (Light Throttle)	To Detent	Wide-Open Throttle
1 - 2	10 mph	25 mph	40 mph
2 - 3	15 mph	60 mph	75 mph
Shift	**Downshift (Closed Throttle)**	**To Detent**	**Kickdown Limits**
2 - 1	8 mph	8 mph	8-25 mph
3 - 2	Not possible	8-12 mph	25-70 mph
3 - 1	8 mph		8-25 mph

Checking oil cooler for leaks (only on cars so equipped):

Remove the oil lines at the oil cooler, drain cooling system and remove cooler from engine. Attach a bearing leak detector to one oil line fitting and block off other fitting with ⅛" pipe plug. Air alone may be used in the bearing leak detector, if not charged with more than ten pounds of air. Open valve on line to cooler and submerge cooler in water. Air bubbles or oil coming from cooler indicates a defective cooler radiator and the unit must be replaced.

Adjustments:

Manual control cable:

Push the R (reverse) button in. Drain approximately two quarts of fluid from transmission. Remove control cable adjusting clip, flat washer, lockwasher and screw. Remove the neutral starting switch. Place the point of a screwdriver through neutral starter switch opening in transmission case and against neutral starter switch operating portion of manual control lever.

While holding manual lever in reverse position, adjust cable for free play by pushing in until cable stops. Mark position on cable in relation to adapter housing. Withdraw control cable to stop and measure travel. Push control cable in adapter housing one-half of total travel (Fig. 1). With cable in this position, install control cable adjusting clip, flat washer, lockwasher, screw and tighten. Install neutral starter switch and attach wires.

To check for proper adjustment, push the various pushbuttons, return to neutral each time and check starter operation. A test light attached to the neutral starter switch may be used instead of the starter for checking proper adjustment. Refill transmission with automatic transmission fluid (type A) to proper level.

Throttle linkage (four-barrel carburetor):

(1) Check the accelerator pedal angle to make sure it is 118° to the horizontal. Proper pedal angle is obtained by adjusting the accelerator pedal to accelerator shaft rod length at the ball joint located on the accelerator pedal end. Check for any binding in throttle linkage and correct, if present.

(2) Run engine until normal operating temperature is reached.

(3) Remove air cleaner and check for choke being in a fully-opened position.

(4) Connect tachometer to coil and ground.

(5) With the engine idling in neutral, adjust engine idle screw to give 475 to 500 rpm. Stop engine.

(6) Loosen the throttle linkage adjusting nut located on the rod from the accelerator shaft assembly to the intermediate shaft assembly.

(7) Move the rod rearward against idle stop on the transmission throttle cam.

(8) With rod preloaded and in line, lock throttle linkage adjusting nut and torque from seven to nine foot-pounds.

(9) Start engine and recheck idle setting (475 to 500 rpm) with transmission in neutral and hand brake applied.

Throttle linkage (two-barrel carburetor):

Operations described in "throttle linkage (four-barrel carburetor)" apply also to the two-barrel carburetor except operations 5, 7 and 8, which are performed in the following manner:

(1) Loosen the throttle linkage adjusting screw (located on accelerator shaft assembly to carburetor rod).

(2) Move the rear portion of the accelerator to carburetor rod rearward until it is stopped by the idle stop on the transmission throttle cam.

(3) With rods in line and rear portion of rod preloaded, lock throttle linkage adjusting screw and torque from seven to nine foot-pounds.

Note: Some vehicles may be equipped with a throttle linkage adjustment at the transmission throttle operating lever. The purpose of this adjustment is to allow for variations between chassis and engine assemblies in the manufacturing of different models and should not be used for making throttle linkage adjustment (Fig. 2).

Transmission bands:

a.—Kickdown (front) band:

The kickdown band adjusting screw is located on the left side of the transmission case (Fig. 3). Using a ¾" wrench, loosen the locknut and back off five turns (approximately). Check the freeness of the adjusting screw in the transmission case. Tighten the adjusting screw to 70 to 75 inch-pounds torque, using wrench, tool G-3380. Using a reference mark of chalk or colored pencil on the corner of the adjusting screw square and the transmission case, back the adjusting screw out exactly two turns. While holding the adjusting screw stationary, tighten the locknut and torque from 35 to 40 foot-pounds.

b.—Low-reverse (rear) band:

The low-reverse band adjusting screw is located on the right side of the transmission case (Fig. 4). Using a ¾" wrench, loosen the locknut and back off nine turns. Check the freeness of the adjusting screw in the transmission case. If free, set the click device on the small inch-pound torque wrench, tool C-3380, for 70 to 75 inch-

February: Running Gear

Road-testing, locating and correcting headaches which develop in the running gear, with trouble-shooting in detail, will be covered in this department next month.

PRESSURE CHECK CHARTS

LINE PRESSURE CHART

Push Button Position	Rear Wheels	Engine Speed (rpm)	Line Pressure (psi)
R	Free to Turn	1600	225
N		800	90
D	Brakes Applied	800	90
2	Brakes Applied	800	90
1	Brakes Applied	800	90

GOVERNOR PRESSURE CHART

Push Button Position	Rear Wheels	Car Speed (mph)	Governor Pressure (psi)
D	Free to Turn	8	2-3
D	Free to Turn	27	27-32
D	Free to Turn	38	44-47
D	Free to Turn	75	75-82

pounds and tighten the adjusting screw. Using a reference mark of chalk or colored pencil on the corner of the adjusting screw square and the transmission case, back the adjusting screw out exactly two turns. While holding the adjusting screw stationary, tighten the locknut and torque from 35 to 40 foot-pounds.

Tests and checks (see shift pattern chart):

Road-testing:

First check the transmission fluid level and engine idle. Good transmission operation also depends on good engine operation. Make sure the engine is operating at full efficiency. If when tuning the engine the throttle linkage between the carburetor and the transmission is disturbed, it will be necessary to readjust the linkage.

Before attempting to diagnose or correct the transmission operation, the engine and transmission should be warmed up to operating temperature. A short drive, approximately five to ten miles, with frequent starts and stops will create normal operating temperatures of the engine and transmission.

Caution: Do not stall-test the torque converter. For safety reasons and because damage to the transmission may result, wide-open throttle stall operation is not recommended.

(1) Engage the N (neutral) button and check for dragging up to an engine speed of 800 rpm.

(2) Push in the R (reverse) button and note the shift time and smoothness of the shift. Back up the car and check for dragging.

(3) Push in the D (drive) button and note the shift time and smoothness of engagement.

(4) Accelerate the car at very light throttle. The transmission should upshift into second at approximately eight to ten mph and into direct at approximately 15 to 17 mph. Check the quality of the shifts.

(5) Slow the car to approximately 15 mph, then depress the accelerator pedal quickly to wide-open throttle (without going into kickdown). Check for slippage of the front and rear clutches. The transmission should not downshift at this time.

(6) At a car speed of approximately 20 to 22 mph depress the accelerator pedal fully. The transmission should downshift to breakaway gear. Check the quality of the shift.

(8) Release the accelerator pedal to closed throttle. Check the quality of the "lift-foot" upshift.

(9) Accelerate the car to 60 mph and depress the accelerator pedal fully. The transmission should downshift to second gear. Check the quality of the shift.

(10) Accelerate the car in kickdown (second gear) at wide-open throttle until the transmission upshifts. The shift should occur at approximately 70 mph. Check the quality of the shift.

(11) Slow the car down to 30 to 40 mph and engage the two (second) button. The transmission should downshift to second gear. Check for gear noise.

(12) Slow the car to 15 mph and depress the accelerator pedal quickly to wide-open throttle without going into kickdown. Check for kickdown band or front clutch slippage. The transmission should not downshift at this time.

(13) Release the accelerator pedal and push in the L (low) button. The transmission should downshift at approximately 25 mph.

(14) With the accelerator pedal at light throttle, push the D (drive) button at approximately 20 mph. (The transmission will upshift.) Coast to a stop. The transmission should downshift at approximately eight mph. Check the quality of the downshift.

Hydraulic control pressure checks (see charts):

a.—Line pressure:

Remove the ⅛" pipe plug from the line pressure take-off hole located on the left side of the transmission case. Install gauge, tool C-3293, (300 psi) at this point.

b.—Governor pressure:

Remove the ⅛" pipe plug from the governor pressure take-off hole located on the lower left side of the output shaft support. Install gauge, tool C-3293, (300 psi) at this point.

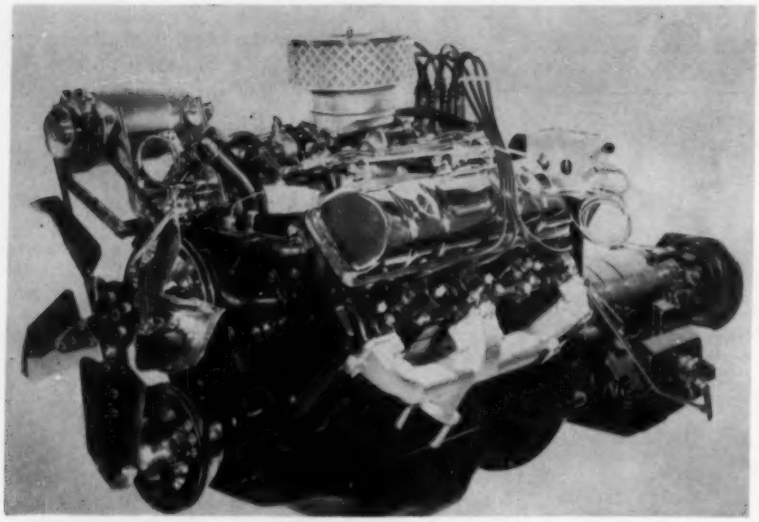
c.—Lubrication pressure:

Remove the ⅛" pipe plug from the lubrication pressure take-off hole located on the left side of the transmission case. Install gauge, tool C-3293, (300 psi) at this point. With engine running at 800 rpm in neutral, lubrication pressure should be approximately ten to 30 psi. If the pressure is extremely high (above 50 psi), it is an indication that there is a restriction due to dirt or foreign matter in the lubrication passages.

d.—Front servo release and rear clutch apply pressure:

The front servo release and rear clutch apply pressure can be checked simultaneously with line pressure or immediately after line pressure has been determined. Remove the ⅛" pipe plug from the front servo release and rear clutch apply pressure take-off hole located on the lower right side of the transmission case. Install the C-3293 (300 psi) pressure gauge at this point. The front servo release and rear clutch apply pressure should not be less than a value of 15 psi lower than line pressure in the D (drive) position in direct only.

Why not try your hand at jotting down a contribution to the Time Savers? They're popular reading and seven bucks is $7!



Shown is American Motors' 327-cubic-inch V-8 engine equipped with the optional "Electrojector" fuel injection system used in the new Rambler Rebel. The engine develops 288hp with the new system. It also is offered with a standard four-barrel carburetor, rated at 255hp. The engine has a compression ratio of 9.5 to 1 and a bore and stroke of 4" by 3¼". The "Electrojector" system of fuel injection, produced by Bendix, differs from other existing fuel injection systems in that it is controlled electronically rather than mechanically.

Rambler's Rebel Has Electronic Injection

THE Rambler "Rebel," a 1957 model equipped with a new electronic fuel injection system, was announced last month by Roy Abernethy, vice-president of automotive distribution and marketing, American Motors Corp.

The car was unveiled at the National Automobile Show in New York.

"The Rambler Rebel is the first production car with an electronic fuel injection system," Abernethy said. "Top performance and agility of the Rebel is derived from a combination of maximum power with compact size and minimum weight. With weight-saving single-unit construction, the Rebel will have among the highest power-to-weight ratios ever offered in a six-passenger car."

Production on the new model will begin early in the spring, Abernethy said, and will be available at Hudson and Nash dealerships throughout the country.

The Rebel is available with the 327-cubic-inch American Motors V-8 engine. The engine is equipped either with a standard four-barrel carburetor, developing 255hp, or the new optional fuel injection system, rated at 288hp.

The "Electrojector" system of fuel injection, produced by Bendix, differs from all other existing fuel injection systems in that it is controlled electronically rather than mechanically, Abernethy said. Using transistors, it senses fuel requirements and electrically actuates injector nozzles which spray fuel directly into the intake port of each cylinder.

The heart of the "Electrojector" system is an "electronic brain" which gathers information, correlates it, and then meters the fuel charge with split second timing. After correlating the information along with timing data received from the distributor, the control box "thinks out" the fuel needs for the engine. It then sends electronic "commands" to the solenoid-operated injectors which exactly control the correct amount of fuel entering the combustion chambers.

The advantages of fuel injection system over conventional carburetion include increased horsepower and torque in all speed ranges; increased fuel economy, particularly in high speeds; quicker cold starts; faster throttle response, and more uniform distribution of fuel, it was said.

The "Electrojector" reportedly has the following added advantages over other systems: (1) a high pressure metering pump is not required; (2) it has fewer moving parts and does not require an engine modification for the pump drive; (3) the critical dirt problem is completely eliminated because with electrical metering, injection nozzles can be large enough in diameter to pass dirt without clogging; (4) it is self-priming and is not subject to vapor locks, and (5) there is no lag in response to engine requirements as reportedly the case in any mechanical device.

The basic American Motors' V-8 overhead valve engine used in the Rebel has a compression ratio of 9.5 to 1 and a bore and stroke of 4" by 3¼". Equipped with either the standard four-barrel carburetor or optional fuel injection, the engine is offered with the optional "Flashaway" Hydra-Matic transmission or overdrive.

Graham Named by Atlantans

Daniel A. Graham has been elected president of the Atlanta (Ga.) Automobile Association. Other officers are Ben F. Brady, first vice-president; O. Gene Ownby, second vice-president, and Thomas M. Callaway, Jr., honorary secretary-treasurer. L. L. Austin is executive secretary.

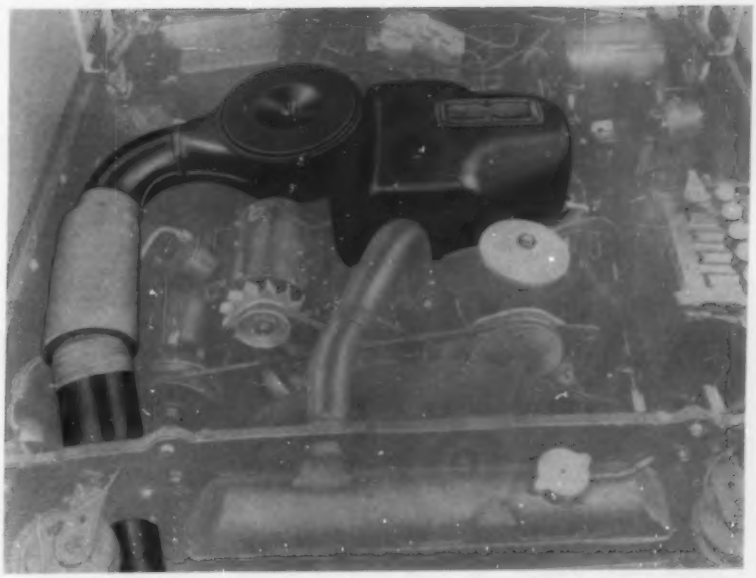
Globe Hoist Founder Dies

F. W. Swanson, Sr., 71, founder and recently retired chairman of the board of Globe Hoist Co., Philadelphia, Pa., died last month at Des Moines. Swanson founded the Globe organization over 20 years ago.

Auto-Lite Names Thompson

Robert J. Thompson, former district representative for The Electric Auto-Lite Co. in Charlotte, N. C., has been appointed eastern regional service manager. Thompson will headquarter in the New York office.

Pontiac's Injection System



Pontiac introduced its new fuel injection engine at the National Automobile Show in New York last month. Rated at over 300hp, the engine powers the Pontiac Bonneville sports convertible, a special limited-production car announced at the show. This view shows air-intake duct, air cleaner and housing for major injection components.

PONTIAC Motor Division has developed and will start limited production of a V-8 engine with a fuel injection system, S. E. Knudsen, GM vice-president and Pontiac general manager, has revealed.

Knudsen said the new engine will power the Pontiac Bonneville, a six-passenger sports convertible shown to the public for the first time last month at the National Automobile Show in New York City.

The Bonneville sports convertible, scheduled for limited production early this year, will initially be sold for dealer use only to gain valuable production experience with the new fuel injection system before it is made available to the public, Knudsen said.

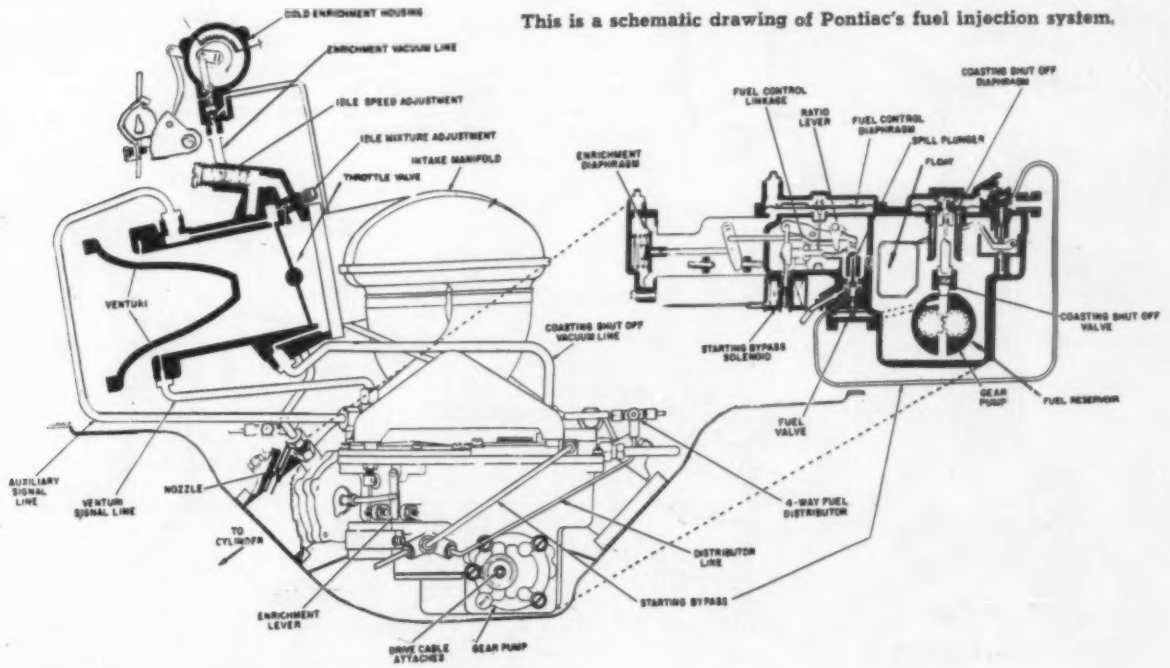
Pontiac's fuel injection is designed to give maximum performance and economy in the normal driving range, he said. By designing the induction system to give high mid-range torque, exceptional improvement in engine flexibility of operation and response is obtained, it was said.

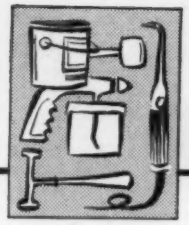
As the name implies, fuel injection is a method of delivering fuel mixture directly to the intake port of each cylinder by individual nozzles, with fuel supply tailored in accordance with air flow.

With this system, regular engine carburetion components, including carburetor, intake manifold, conventional air cleaner and miscellaneous controls, are replaced by a completely enclosed assembly,

(Continued on page 78)

This is a schematic drawing of Pontiac's fuel injection system.





BODY SHOP OPERATIONS

Sealing Chevy Door Inner Panels

By E. M. Lowery
Technical Editor

WHENEVER we see water stains on a door trim panel, we can usually blame it on the carelessness of someone who had performed some service operation on the door inner panel.

We have too often seen a mechanic remove a door trim panel, shower curtain and/or sealing tape to repair some functional part of the door mechanism and give no thought to replacing anything except the door trim panel.

Whenever work is performed on a door where any of the door inner panel weatherseals have been disturbed, the area *must* be resealed before the door trim panel is reinstalled.

Let's take up sealing the 1956 Chevy door inner panels.

Fig. 1 shows door inner panel openings which are sealed to prevent water leakage and possible damage to door trim panel on the front door of the standard sedan and station wagons:

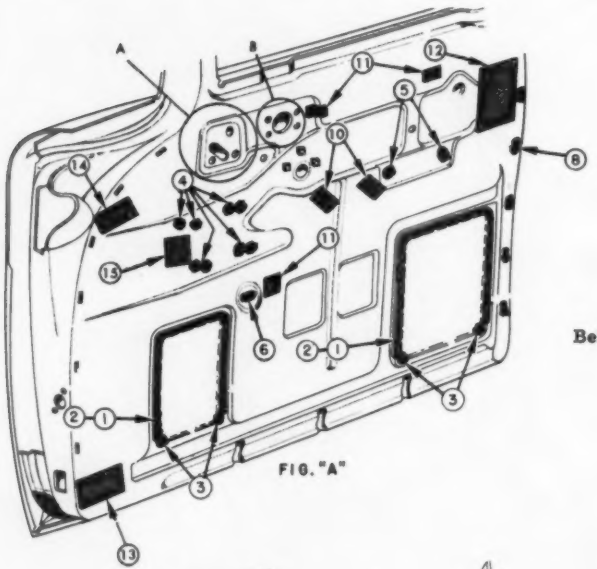
1.—At both access holes apply ribbon of medium-bodied sealer across top and down side flanges of access hole opening to provide seal between cover plate and door inner panel (1).

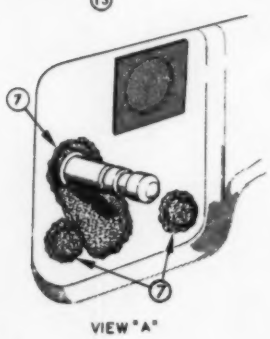
2.—Apply ribbon of medium-bodied sealer to access hole cover plate, starting at point "2" above lower corners and extending downward and along edge of offset flange (2).

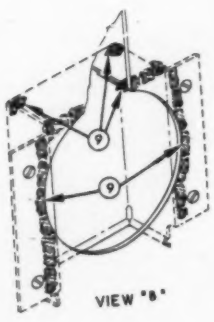
3.—After access hole cover plates are installed, seal lower offset corners with sealer (3).

4.—Apply sufficient body caulk-

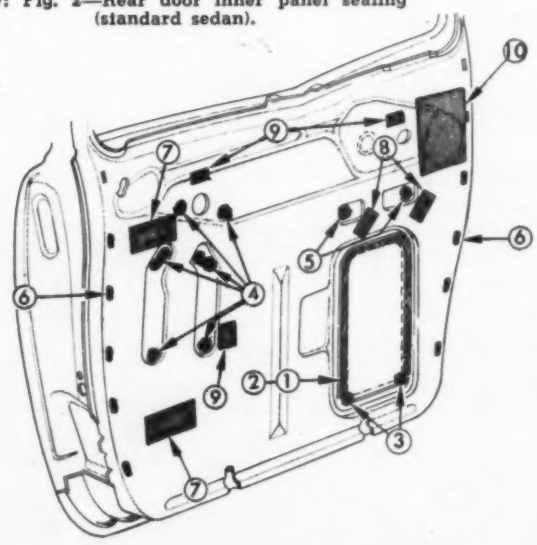
Illustrations and technical data courtesy of Chevrolet Motor Division of General Motors Corp.

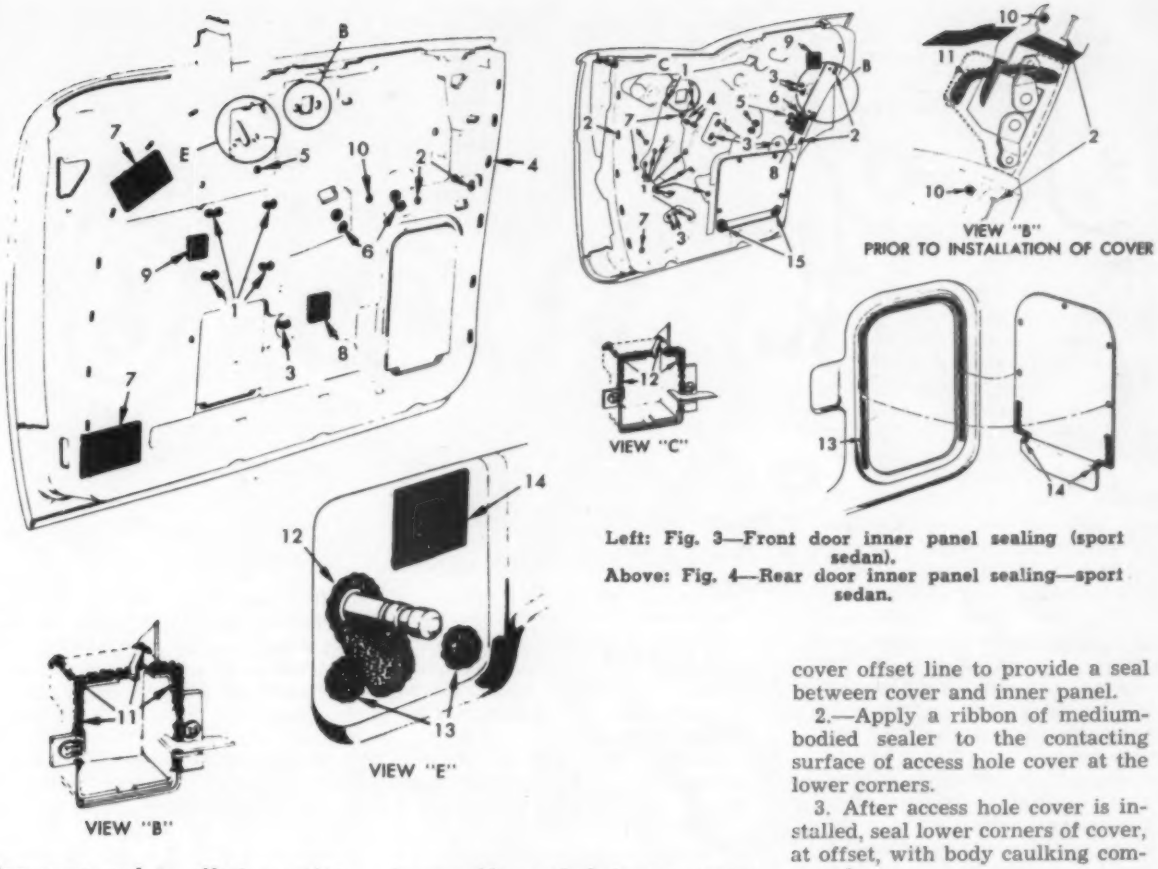






Left: Fig. 1—Door inner panel sealing.
Below: Fig. 2—Rear door inner panel sealing (standard sedan).





Left: Fig. 3—Front door inner panel sealing (sport sedan).

Above: Fig. 4—Rear door inner panel sealing—sport sedan.

ing compound to effect a watertight seal at:

All window regulator attaching holes (4).

Door inner panel cam attaching holes (5).

Ventilator division channel lower attaching stud and nut (6).

Ventilator tee-shaft access hole and ventilator regulator attaching screws (7, view "A").

Door trim assembly nail slots (8).

On electric-style inner flanges of switch hole cover and to upper rear corners and across top joint of cover and inner panel (9, view "B").

Door arm rest attaching holes (10).

5.—Apply waterproof tape over the following door inner panel openings:

Cam access hole (11).

Lock access hole (12).

Lower hinge access hole (13).

Upper hinge access hole (14).

On electric-style window regulator spindle hole (15).

Sealing rear door inner panel (standard sedan) (Fig. 2):

1.—Apply ribbon of medium-bodied sealer across top and down side flanges of access hole opening to provide seal between cover plate and door inner panel (1).

2.—Apply ribbon of medium-bodied sealer to access hole cover plate, starting at point "2" above lower corner extending downward and along edge of offset flange at bottom of cover (2).

3.—After access hole cover is installed, seal lower offset corners (3).

4.—Apply sufficient body caulking compound to the following locations:

Window regulator attaching holes (4).

Door inner panel cam attaching holes (5).

Door trim assembly nail slots (6).

Arm rest attaching holes (7).

5.—Apply waterproof body tape over the following door inner panel openings:

Welding access holes (8).

Cam access holes (9).

Lock access hole (10).

Sealing front door inner panel (sport sedan):

1.—Apply a ribbon (approximately 3/16" diameter) of medium-bodied sealer across the top and down the side flanges to a point ½" beyond the access hole cover offset line to provide a seal between cover and inner panel.

2.—Apply a ribbon of medium-bodied sealer to the contacting surface of access hole cover at the lower corners.

3. After access hole cover is installed, seal lower corners of cover, at offset, with body caulking compound.

4.—Apply body caulking compound at the following locations (Fig. 3):

Over the window regulator attaching holes (1).

Over the window cam attaching holes (2).

Over the ventilator division channel lower attaching hole (3).

Over trim assembly nail slots (4).

Over the wiring clip attaching hole (5).

Over the arm rest attaching holes (6).

5.—Apply waterproof body tape at the following locations:

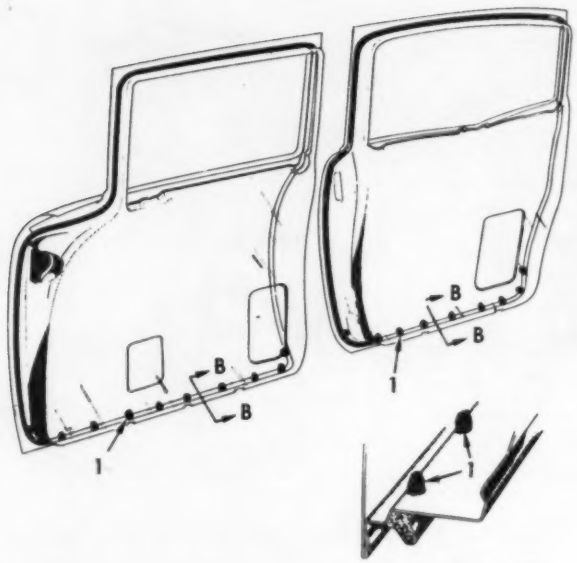
Over both lower and upper hinge access hole (7).

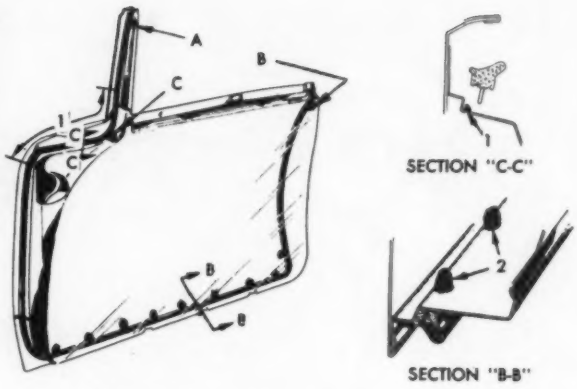
Over the window cam access hole (8).

Over the manual window regulator spindle hole (9).

Over the door lock remote control connecting rod clip attaching hole (apply before installing clip) (10).

On styles equipped with electrically operated window regulators apply body caulking compound in the upper rear corners, across the top and down the side joints of switch hole cover and in-





Left: Fig. 5—Sealing front and rear door weatherstrip. Above: Fig. 6—Convertible and sport coupe door weatherstrip.

ner panel, sealer to be worked into openings to insure proper seal (11).

Apply a sufficient amount of body caulking compound to block off the ventilator tee shaft access hole (12).

Apply body caulking compound over ventilator regulator attaching holes (13).

Apply waterproof body tape over access hole (14).

Sealing rear door inner panel (sports sedan) (Fig. 4):

1.—Apply body caulking compound at the following locations:

Over the window regulator attaching holes (1).

Over the trim assembly nail slots (2).

Note: The two nail slots shown at "2" in view "B" must be sealed prior to installing the lock connector assembly cover.

Over both the window front and rear guide lower attaching holes (3).

Over the window regulator lift arm stop attaching holes (4).

Over the arm rest attaching holes (5).

Over the window frame lower rear bumper attaching hole (6).

Over the wiring clip attaching holes (7).

2.—Apply waterproof body tape at the following locations:

Over the access hole for the window sash channel cam rear attaching screw (8).

Over the access hole for the outside handle front attaching screw (9).

View "B":

Prior to installing the lock connector cover apply body caulking compound over the attaching screw holes (10).

Prior to installing the lock connector assembly apply a ribbon of body caulking compound to the contacting surface of the connector assembly along a line over the front and upper attaching holes, as indicated (11).

View "C":

On styles equipped with electrically operated window regulators apply body caulking compound in the upper rear corners, across the top and down the side joints of switch hole cover and inner panel, sealer to be worked into openings to insure proper seal (12).

Apply a ribbon (approximately 3/16" diameter) of medium-bodied sealer across the top and down the side flanges to a point ½" beyond the access hole cover offset line to provide a seal between cover and inner panel (13).

Apply a ribbon of medium-bodied sealer to the contacting surface of access hole cover at the lower corners as indicated (14).

After access hole cover is installed, seal lower corners of cover, at offset, with body caulking compound (15).

While performing any door sealing operation the door weatherstrips should be checked. Fig. 5 shows points to be checked on the front door of the standard sedan styles.

These points may be sealed by working through the access holes and applying medium-bodied sealer over and around weatherstrip attaching clips as indicated at "1".

Fig. 6 shows the convertible and sport coupe weatherstrips and points to be sealed.

The front door weatherstrip is a one-piece mechanically retained type with external clips formed from a wire insert extending through the length of the weatherstrip. The weatherstrip is secured to the door by snapping the weatherstrip clips into holes around the perimeter of the door.

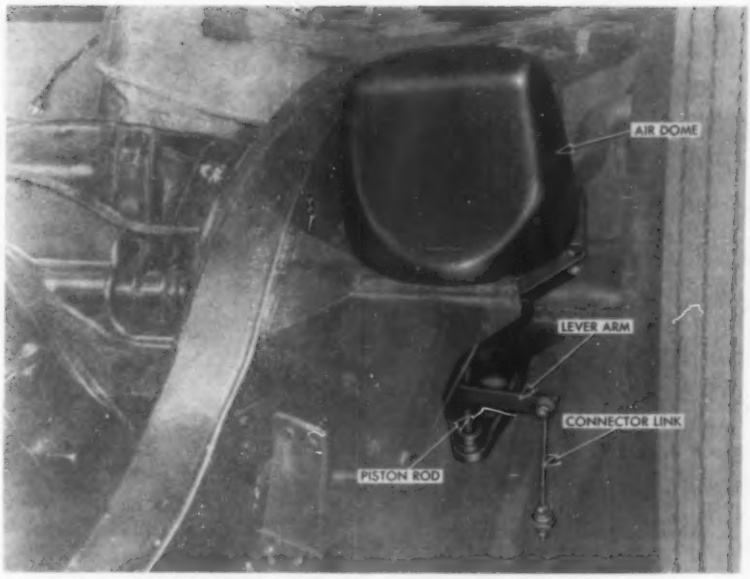
At locations "A" and "B", indicated in Fig. 6, a tab, which is an integral part of the weatherstrip, is secured to the door pillar. Along the cove area of the door the weatherstrip is cemented in place, and at location "C", a clip inserted into the weatherstrip is secured to the hinge pillar. After the weatherstrip is installed, sealer is applied through the inner panel access holes to the weatherstrip attaching clips along the bottom of the door.

A front door hinge pillar auxiliary weatherstrip is provided to

(Continued on page 70)

February: Body Comfort

Defroster and heater ducts, vent glasses and weatherstripping will get the spotlight from Ed Lowery next month as he points out steps to achieve body comfort.



Here is the air spring assembly which is a part of the air suspension system in Cadillac's new ultra-luxury Eldorado Brougham. The function of this assembly—there is one at each wheel—is to support the weight of the car, compensate for uneven road surfaces without noticeably affecting the normal position of the body, and maintain the standing height of the vehicle regardless of car loading.

Cadillac Brougham's Air Suspension

A SUSPENSION system in which air springs replace steel springs is a development in the Cadillac Eldorado Brougham, which was introduced as a limited-production reality last month at the National Automobile Show in New York City.

In this system—the first true air suspension for any automobile—the Brougham rides on four air springs, one at each wheel, which maintain the car at a constant level as well as smooth out rough roads. It does these things regardless of the car loading and road conditions.

These air springs replace the conventional steel coil springs in the front and the semi-elliptical leaf springs in the rear.

Development of the system stems from the principle that air is a compressible, easily controlled medium with outstanding dampening qualities. When controlled as in this Cadillac system the air does not transmit road vibrations.

The how and why can best be explained by reviewing the basic components of the system and their functions:

1.—Four air spring assemblies:

One of these assemblies replaces the conventional steel springs at each wheel. The function is to support the weight of the car, compensate for uneven road surfaces without noticeably affecting the normal position of the body and maintain the standing height—road to roof top—regardless of car loading.

Because of the constant height characteristics and variable rate characteristics, it is possible to soften the spring rate with the resultant better ride.

The major components of both front and rear assemblies are the dome, rubber diaphragm, retaining plate and piston. The bullet-like piston and tough rubber diaphragm fit into the carefully shaped dome which is secured to the frame. It is the air in the dome, acting on the rubber diaphragm, which serves as the spring between the two.

2.—Three leveling valves:

These valves (one at each rear air spring and one for the front springs which serves both by means of a check valve) are the "brains" of the system. They control the car height by controlling the flow of air to each individual spring.

The valve is mechanically actuated by a rod which reacts to the up-and-down position of the frame and wheel supports. These positions, of course, result from differences in passenger and baggage loading and are not affected by road and irregularities.

3.—Control solenoid:

The control solenoid package consists of two pairs of valves. One pair of valves is known as the "lockout solenoid." Its function is to act as a lockout to the air lines for parking, wheel changing, or for preventing the operation of the leveling system for any reason. The other pair of valves act as a "restriction solenoid." Its function is to give fast or slow leveling by controlling the air flow to and from the air springs. For example, rapid leveling is desired when loading of the car is being changed. On the other hand, restricted leveling is desired when the car is in motion to assure a constantly smooth ride.

4.—Air compressor and accumulator:

The compressor, powered by an integral electric motor, provides the air for the system. A pressure limit switch starts and stops the compressor to maintain air pressure of 100 to 120 psi in the accumulator of air storage reservoir. The compressor is mounted on top of the generator while the accumulator is located just forward of the radiator on the radiator support.

Chevrolet Gives Tip To New Mechanics

THIS tip to beginner mechanics came last month from Chevrolet Division:

When servicing spark plugs, in addition to properly cleaning and setting to specified gap, the end of the center electrode should be filed flat. It has been discovered that when the end of the center electrode has been burned to a rounded point, it may require as much as 50% more voltage to cause the plug to fire.

1957 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	ENGINE							FLUID CAPACITIES						WHEEL ALIGNMENT		
	Std. Wheelbase	No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Piston Displacement (Cu. In.)	Standard Compression Ratio	Crankcase Cap. (Qts.)	Transmission (Std.) (Pts.)	Transmission (Au.) (Pts.)	Rear Axle (Pts.)	Fuel Tank (Gals.)	Cooling System (No Heater) (Qts.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)
BUICK Special 40	122	V8I	4.125 x 3.4	54.45	250@4400	364	9.5–1	5	2.5	22	6	20	16.5	1 to 3¼	+½	1/16 to 1/8
BUICK Century 60	122	V8I	4.125 x 3.4	54.45	300@4600	364	10–1	5	N	22	6	20	16.5	1 to 3¼	+½	1/16 to 1/8
BUICK Super 50 and Roadmaster 70	127½	V8I	4.125 x 5.4	54.45	300@4600	364	10–1	5	N	22	6	20	16.5	1 to 3¼	+½	1/16 to 1/8
CADILLAC Sedan, Sedan DeVille, Coupe, Coupe DeVille, Coupe Conv., Eldorado Conv. and Coupe	129½	V8I	4 x 3.625	51.2	300@4800	365	10-1	5	N	11	5	20	19.5	—½ to +1½	±¾	1/32 to 3/32
CADILLAC Eldorado Sedan	133	V8I	4 x 3.625	51.2	300@4800	365	10–1	5	N	11	5	20	19.5	—½ to +1½	±¾	1/32 to 3/32
CADILLAC Sedan Imp.	149¾	V8I	4 x 3.625	51.2	300@4800	365	10–1	5	N	11	5	20	19.5	—½ to +1½	±¾	1/32
CHEVROLET One-Fifty, Two-Ten and Bel Air	115	V8I	3.75 x 3	45	A	265	8–1	J	2	22	4	16	16	+½ to 1½	0 to 1	1/16 to 3/16
CHEVROLET Corvette	102	V8I	3.875 x 3	48	220@4800	283	9.5–1	5	2	22	4	16.4	16	0 to 1	0 to 1	0 to 1/16
CHRYSLER Windsor	126	V8I	3.94 x 3.63	49.7	285@4600	354	9.25–1	5	2.75	18	3.5	23	21	B	C	1/16 ± 1/32
CHRYSLER Saratoga	126	V8I	4 x 3.90	49.7	295@4600	354	9.25–1	5	2.75	18	3.5	23	21	+¾ ±¾	C	1/16 ± 1/32
CHRYSLER New Yorker	126	V8I	4 x 3.90	51.2	295@4600	392	9.25–1	5	2.75	21	3.5	23	24	+¾ ±¾	C	1/16 ± 1/32
CHRYSLER 300C	126	V8I	4 x 3.90	51.2	325@4600	392	9.25–1	5	2.75	21	3.5	23	24	B	C	1/16 ± 1/32
CHRYSLER Imp. Crown and LeBaron	129	V8I	4 x 3.90	51.2	325@4600	392	9.25–1	5	N	21	3.5	23	24	B	C	1/16 ± 1/32
CONTINENTAL	126	V8I	4 x 3.66	51.2	NA	368	10–1	5	N	22.6	4	25	23	¾ to 1¼	0 to 1¾	1/32 to 3/32
DeSOTO Firesweep	122	V8I	3.69 x 3.80	43.2	245@4400	325	8.5–1	5	2.75	D	3.5	20	20	B	E	1/16 ± 1/32
DeSOTO Firedome	126	V8I	3.78 x 3.80	45.7	270@4600	341	9.25–1	5	2.75	D	3.5	23	20	B	E	1/16 ± 1/32
DeSOTO Fireflite	126	V8I	3.78 x 3.80	45.7	295@4600	341	9.25–1	5	N	D	3.5	23	20	B	E	1/16 ± 1/32
DODGE Coronet 6	122	6L	3.25 x 4.63	25.4	138@4000	230	8–1	5	2.75	20	3.25	20	13	B	C	1/16 ± 1/16
DODGE Coronet 8	122	V8I	3.69 x 3.80	43.3	245@4400	325	8.5–1	5	2.75	F	3.5	20	20	B	C	1/16 ± 1/16
DODGE Royal and Custom Royal	122	V8I	3.69 x 3.80	43.3	260@4400	325	8.5–1	5	2.75	F	3.5	20	20	B	C	1/16 ± 1/16
FORD 6 Custom and Custom 300	116	6I	3.62 x 3.60	31.54	144	223	8.6–1	4	3.25	21.5	4.5	20	15	1/16 to 1½	G	1/16 to 1/8
FORD 6 Fairlane and Fairlane 500	118	6I	3.62 x 3.60	31.54	144	223	8.6–1	4	3.25	21.5	4.5	20	15	1/16 to 1½	G	1/16 to 1/8
FORD 8 Custom and Custom 300	116	V8I	3.75 x 3.30	42.5	190	272	8.6–1	5	3.25	21.5	4.5	20	19	1/16 to 1½	G	1/16 to 1/8
FORD 8 Fairlane and Fairlane 500	118	V8I	3.75 x 3.30	45	245	290	8.6–1	5	3.25	21.5	4.5	20	19	1/16 to 1½	G	1/16 to 1/8
FORD Thunderbird	102	V8I	3.75 x 3.30	45	212	292	9.1–1	5	3.25	21.5	3.8	20	20	1/16 to 1½	H	1/16 to 1/8
FORD Thunderbird Special	102	V8I	3.80 x 3.44	46.21	245	312	9.7–1	5	3.25	21.5	3.8	20	20	1/16 to 1½	H	1/16 to 1/8
HUDSON Hornet	121¼	V8I	4 x 3¼	51.2	255@4700	327	9–1	5	4	23	4	20	19	0 to ½	±¼	1/16 to 3/16
LINCOLN Capri and Premiere	126	V8I	4 x 3.66	51.2	300@4800	368	10.1–1	5	N	22⅔	4	20	23	0 to ½	0 to ¾	1/32 to 3/32
MERCURY Monterey and Montclair Std.	122	V8I	3.80 x 3.44	46.21	255	312	9.7–1	5	3.25	21	5	20	20	0 to 1½	0 to ¾	1/16 to 3/16
MERCURY Monterey and Montclair Spec.	122	V8I	4 x 3.66	51.2	290	368	9.7–1	5	3.25	21	5	20	23	0 to 1½	0 to ¾	1/16 to 3/16
NASH Ambassador	121¼	V8I	4 x 3¼	51.2	255@4700	327	9–1	5	4	23	4	20	19	0 to ½	±¼	1/16 to 3/16
NASH-HUDSON Metropolitan	85	4I	2⅞ x 3½	13.22	52@4500	90.89	7.2–1	4	5.5	N	2	10.5	7	2 to 3	½ to 1½	0 to 1/16
OLDSMOBILE 88 and Super 88	122	V8I	4 x 3 11/16	51	277@4400	370.71*	9.25–1	5	2.5	22	5¼	20	20	0 to ¾	—¼ to +¾	1/16 to 1/8
OLDSMOBILE 98	126	V8I	4 x 3 11/16	51	277@4400	370.71*	9.25–1	5	2.5	22	5¼	20	20	0 to ¾	—¼ to +¾	1/16 to 1/8
PACKARD																
PLYMOUTH Plaza, Savoy and Belvedere 6	118	6L	3.25 x 4.63	25.4	132@3600	230	8–1	5	2.75	20	3¼	20	13	0 to ±¾°	K	1/8
PLYMOUTH Plaza 8	118	V8I	3.75 x 3.13	45	197@4400	277	8.5–1	5	2.75	20	3¼	20	13	0 to ±¾°	K	1/8
PLYMOUTH Savoy and Belvedere 8	118	V8I	3.91 x 3.13	48.9	215@4400	301	8.5–1	5	2.75	20	3¼	20	13	0 to ±¾°	K	1/8
PLYMOUTH Fury	115	V8I	3.91 x 3.31	49	290@5400	318	9.25–1	5	2.75	20	3¼	17	20	—2 to 0°	¼ to ±⅜°	1/8
PONTIAC Chieftain	122	V8I	3.94 x 3.56	49.6	227@4600	347	8.5–1	5	2.5	18.4	5	20	21.7	1 to ±½	±½	0 to 1/16
PONTIAC Super Chief	122	V8I	3.94 x 3.56	49.6	252	347	8.5–1	5	2.5	18.4	5	20	21.7	1 to ±½	±½	0 to 1/16
PONTIAC Star Chief	124	V8I	3.94 x 3.56	49.6	252	347	8.5–1	5	2.5	18.4	5	20	21.7	1 to ±½	±½	0 to 1/16
RAMBLER 6	108	6I	3½ x 4¼	23.44	125@4200	195.6	8.25–1	4	2.25	17	3	20	10	0 to ½°	±¼	1/8
RAMBLER 8	108	V8I	3½ x 3¼	39.2	190@4900	250	8–1	5	4	23	4	20	20	0 to ½°	±¼	1/8
STUDEBAKER Golden Hawk	120½	V8I	3⅝ x 3½	40.6	275@4800	289	7.5–1	5	3.7	18	3	18	17	—1 to —2½	0 to +1	1/16 to 1/8
STUDEBAKER President	116½	V8I	3⅝ x 3½	40.6	210@4500	289	8.3–1	5	2.4	18	3	18	17	—1 to —2½	0 to +1	1/16 to 1/8
STUDEBAKER Classic	120	V8I	3⅝ x 3½	40.6	210@4500	289	8.3–1	5	2.4	18	3	18	17	—1 to —2½	0 to +1	1/16 to 1/8
STUDEBAKER Silver Hawk	120	V8I	3⅝ x 3½	40.6	225@4500	289	8.3–1	5	2.4	18	3	18	17	—1 to —2½	0 to +1	1/16 to 1/8
STUDEBAKER Broadmoor	116½	V8I	3⅝ x 3½	40.6	226@4500	289	8.3–1	5	2.4	18	3	18	17	—1 to —2½	0 to +1	1/16 to 1/8
STUDEBAKER Commander Provincial and Parkview	116½	V8I	3⅝ x 3¼	40.6	180@4500	259.2	8.3–1	5	2.4	18	3	18	17	—1 to —2½	0 to +1	1/16 to 1/8
STUDEBAKER Champion and Pelham	116½	6L	3 x 4⅜	21.6	101@4000	185.6	7.8–1	5	1.6	18	2.5	18	11	—1 to —2½	0 to +1	1/16 to 1/8
STUDEBAKER Silver Hawk	120½	6L	3 x 4⅜	21.6	101@4000	185.6	7.8–1	5	1.6	18	2.5	18	11	—1 to —2½	0 to +1	1/16 to 1/8

ABBREVIATIONS

1—2° manual steering, 0° power steering.
2—Left +½° and right 0° preferred.
A—Ranges from 140 for 8 to 283 optional in V8.
B—Manual steering —¾° ±¾°, power steering +¾° ±¾°.
C—Left +½°, right 0°.
D—Powerflite 20, TorqueFlite 17.
E—Left +¼°, right 0°.
F—Powerflite 20, TorqueFlite 18.
G—0° to 1°8′.
H—0°8′ to 1°8′.
I—Valve-in-head.
3—If power steering, +¾ to ±¾.
J—V-8 4 quarts, 6-cylinder engines 5 quarts.
K—Right ¾°, left 0°.
L—L-head.
N—None.
NA—Not announced.
P—If power steering, ½° to 1°.

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1957 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	ELECTRICAL TUNE-UP								Bat.	FUEL SYSTEM		VALVES		
	Breaker Gap (.0)	Cam Angle (degrees)	Contact Arm Spring Tension (ozs.)	Ignition Timing	Spark Plug Gap (.0)	Timing Mark Location	Spark Advance Max. Centrif.	Spark Advance Max. Vac.	Cap. & Ter. Grd.	Carb. Mfgr.	Fuel Pressure (lbs.)	Tappet Clearance Intake (.0)	Tappet Clearance Exhaust (.0)	Intake Valve Opens b or atdc
BUICK Special 40	12½–17½	30	19–23	5°btc	30–35	VD	12–14@1875	9–10½@14″	N70	Ca St	6½	Au	Au	25°btc
BUICK Century 60, Super 50 and Roadmaster 70	12½–17½	30	19–23	5°btc	30–35	VD	12–14@1875	9–10½@14″	N70	Ca RP	6½	Au	Au	34°btc
CADILLAC	16	31	19–23	5°btc	35	VD	22@4140	13½@15¼″	N70	Ca RP	5¼–6½	Au	Au	36°btc
CHEVROLET One-Fifty	16–21	28–32	19–23	4°btc	33–38	VD	18@1000	11 @12¾″	N53	RP	4¾–5½	Au	Au[a]	18°btc
CHEVROLET Two-Ten	16–21	28–32	19–23	4°btc	33–38	VD	18@1000	11 @12¾″	N53	RP	4¾–5½	Au[a]	Au[a]	18°btc
CHEVROLET Bel Air	16–21	28–32	19–23	4°btc	33–38	VD	18@1000	11 @12¾″	N53	RP	4¾–5½	Au[a]	Au	18°btc
CHEVROLET Corvette	18	29	19–23	4°btc	33–38	VD	20@1850	None	N53	Ca RP	4¾–5½	Au[a]	Au[a]	12½°btc[d]
CHRYSLER Windsor	15–18	29–32	17–20	6°btc	35	VD	12–14@2050	9½@16″	N60	BB	6–7	Au	Au	13°btc
CHRYSLER Saratoga	15–18	29–32	17–20	6°btc	35	VD	12–14@2050	9½@16″	N60	Ca	6–7	Au	Au	13°btc
CHRYSLER New Yorker	15–18	29–32	17–20	6°btc	35	VD	9–11@2250	10–12@18″	N70	Ca	6–7	Au	Au	15°btc
CHRYSLER 300	15–18	29–32	17–20	6°btc	35	VD	9–11@2250	10–12@18″	N70	Ca	6–7	15	24	35°btc
CHRYSLER Imp, Crown and LeBaron	15–18	29–32	17–20	6°btc	35	VD	9–11@2250	10–12@18″	N70	Ca	6–7	Au	Au	15°btc
CONTINENTAL	14–16	26–28½	17–20	5°btc	32–36	VD	14@2000	90 @13″	N65	Ca	4½–5½	Au	Au	18°btc
DeSOTO Firesweep	17	29–32	17–20	6°btc	35	VD	7½–9½@1700	8½–10½@18″	N50	St	6–7	Au	Au	10°btc
DeSOTO Firedome	17	29–32	17–20	6°btc	35	VD	9–11@1700	14–16@18″	N60	BB	6–7	Au	Au	15°btc
DeSOTO Fireflite	17	29–32	17–20	6°btc	35	VD	8–10@2300	14–16@18″	N60	Ca	6–7	Au	Au	15°btc
DODGE Coronet 6	17	39	17–20	tdc	35	VD	7½–9½@1800	8½–10½@18″	N50	St	6–7	10	14	12°btc
DODGE Coronet 8 and Royal	17	39	17–20	6°btc	35	CaP	7½–9½@1700	12–14@18″	N53	St	6–7	Au	Au	12°btc
DODGE Custom Royal	17	39	17–20	6°btc	35	CaP	7–9@850	12–14@18″	N53	Ca	6–7	Au	Au	12°btc
FORD 6 Custom and Fairlane	24–26	35–38	17–20	4°btc[b]	32–36	VD	None	12–13¼@4¼″	N55	Ho	4–5	19	19	17°btc
FORD Thunderbird and Special	14–16	26–28½	17–20	3°btc[b]	32–36	VD	35@4000	22@18″	N55	Ford	4–5	19	19	18°btc
FORD 8 Custom and Fairlane	24–26	35–38	17–20	4°btc[b]	32–36	VD	35@4000	22@18″	N55	Ho	4–5	19	19	18°btc
HUDSON Hornet	16	26–33	19–23	5°btc	35	VD	19@1900	11@14″	N60	Ca	4–5½	Au	Au	12½°btc
LINCOLN Capri and Premiere	14–16	26–28½	17–20	5°btc	32–36	VD	27@4000	11@16″	N70	Ca	4½–5½	Au	Au	18°btc
MERCURY Monterey & Montclair (std)	14–16	26–28½	17–20	3°btc[b]	32–36	VD	25½@4000	24@15″	N55	Ca-Ho	4–5	19	19	18°btc
MERCURY Monterey & Montclair (spec)	14–16	26–28½	17–20	3°btc[b]	32–36	VD	25½@4000	24@15″	N55	Ca	4½–5½	Au	Au	18°btc
NASH Ambassador	16	26–33	19–23	5°btc	35	VD	19@1900	11@14″	N60	Ca	4–5½	Au	Au	12½°btc
NASH-HUDSON Metropolitan	12–16	60	20–24	11°btc	23–25	CaP	7@1700	12@16″	P61	Z	1½–2½	15	15	5°btc
OLDSMOBILE 88 and 98	16	26–33	19–23	5°btc	30	CaP	26@4400	22@17″	N70	RP	5–6	Au	Au	13½°btc
PACKARD														
PLYMOUTH Plaza, Savoy and Belvedere 6	20	39	17–20	tdc	35	VD	9½@1800	10½@16″	N50	BB	4–6	10	10	12°btc
PLYMOUTH Plaza P31	17	29–32	17–20	4°btc	35	CaP	16@2150	13½@15″	N50	BB-St	6–7	8	18	8°btc
PLYMOUTH Savoy and Belvedere 8	17	29–32	17–20	8°btc	35	CaP	10½@2200	14@18″	N50	BB-St	6–7	8	18	8°btc
PLYMOUTH Fury	17	36–39	17–20	4°btc	35	VD	13@2300	12½@17″	N50	Ca	6–7	10	18	9°btc
PONTIAC	16	28–32	19–23	6°btc	33–38	VD	13@2100	11@15″	N60	RP	4–5	Au	Au	22°btc
RAMBLER 6	16	28–35	19–23	tdc	35	VD	14@1600	8@16½″	N45	Ca	4–5½	12	16	12½°btc
RAMBLER 8	16	26–33	19–23	5°btc	35	VD	20@1700	13@15″	N50	Ca	4–5½	12	14	12½°btc
STUDEBAKER Golden Hawk	13–18	28–34	19–23	4°btc	33–38	VD	12@1125	8@11″	N50	St	6–7	25	25	11°btc
STUDEBAKER President, Classic, Silver Hawk and Broadmoor	13–18	28–34	19–23	4°btc	33–38	VD	12@1125	8@11″	N50	Ca-St	3½–5½	25	25	11°btc
STUDEBAKER Commander, Parkview and Provincial	13–18	28–34	19–23	4°btc	33–38	VD	12@1100	8@11″	N50	St	3½–5½	25	25	11°btc
STUDEBAKER Champion, Silver Hawk 6 and Pelham	20	38–40	17–20	2°btc	28–33	VD	7@1400	9@12″	N50	Ca	3½–5½	16	16	15°btc

ABBREVIATIONS

•—Mechanical tappets: Int. .012, Exh. .018
Au—Automatic.
[b]—Au. trans. 6°btc
[d]—Optional camshaft (used with mechanical tappets), 35°btc.
Bll—Bal. and Bal.
btc—Before top center.
Ca—Carter.
CaP—Crankshaft pulley.
Ho—Holley.
N—Negative.
NA—Not announced.
P—Positive.
RP—Rochester Products.
St—Stromberg.
tdc—Top dead center.
VD—Vibration damper.
Z—Zenith, Ltd.

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Readers are invited to contribute to— SHOP TALK

A column of informal comments about the automotive trade and its problems.

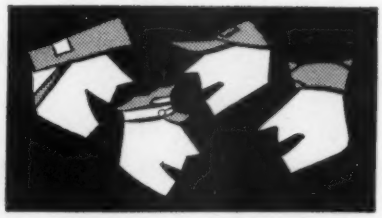
REMEMBER THE OLD ONES?

Leesburg, Fla.

Gentlemen:

Here is my first contribution to this column for whatever it is worth. It concerns a 1912 four-cylinder Stearns-Knight which I once owned.

How many of you old timers remember this one? It was made by the F. B. Stearns Co., Cleveland, O., which also made a six the same year with the same motor but with an extra pair of cylinders added. The cylinders were cast in pairs and this was about the largest motor in its day.



On the four-cylinder which I owned, the hood was so full the petcocks in the top of the cylinders had the handles turned down instead of up. The ignition was a Bosch dual magneto with a sparker button built in the coil mounted on the dash to start on compression. This car had a generator and electric lights, a battery but no starter. It had to be wound by hand. The carburetor was a Stromberg with an oil-filled dash pot on the air valve. The tires were 37″ x 5″.

This was about the sweetest running car I ever owned. With its Knight motor you could not hear it running a few feet away. It ran 225,000 miles up to 1922 when it broke a sleeve and was later junked.

I also once owned a 1911 Pierce-Arrow with battery and magneto ignition and two sets of plugs. She would surely go when both were switched on. Besides a 1914 Stutz Bearcat, I also had the longest car in town—a 1932 Model 102, eight-cylinder, seven-passenger Packard. Had plenty of parking trouble. I now have a Cadillac.

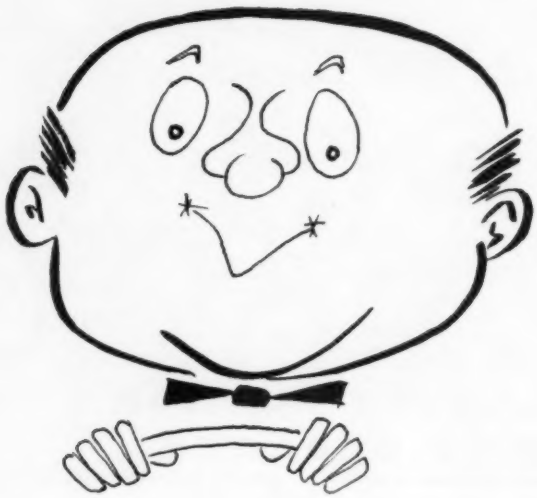
JACK MONROE,
Jack Monroe's Garage

PLEASE, MR. POLICEMAN

An Irish cop probably would have found it difficult to have

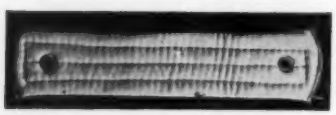
Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 8, Ga.

HAPPY CUSTOMER CASE No. 1



Sam, here, is happy because his dealer has completely eliminated that irritating clicking noise from his engine and now it's quiet as a mouse. (And you know what happy customers mean—repeat business). Sam had tried all kinds of things to get rid of that noise, but to no avail.

But, his dealer was a smart man. He took just a few minutes and installed a Crown overhead valve pad.—So, old Sam's noise was gone, his engine was always lubricated and he was happy. For the dealer—a nice profit and a repeat customer.



"A Crown valve pad is made to fit every overhead engine"

EARLE ESTES MFG. CO.
UNION CITY, GEORGIA



Exciting news from

DE SOTO



Here's the newest edition of the car that made performance history last year . . . the car that sold out completely in a matter of weeks . . . the car that *still* has the industry talking! And for '57, it's bigger, more powerful, more beautiful than ever . . . now in *two* glamorous new body styles . . . both with the right combination of power and prestige that pulls in prospects. The *Adventurer* is a big sales extra for De Soto dealers . . . because it's the kind of car that really gets out there and *moves*. No wonder they're saying . . .

it pays to be a De Soto dealer!

tagged a car bearing this windshield sticker on an Atlanta street last month:

"This car operated by....., absent-minded welfare worker; please overlook parking violations."

HANDLING PROSPECT

New York City

Gentlemen:

We would appreciate it if you would send us 25 copies of the article "How to Skin a Prospect" which is in the November issue.

If you cannot supply the above, kindly let us know who might possibly be in a position to furnish us with these reprints, assuming they are available.

JACK GORDON,
Office Manager,
Mezey Motors, Inc.
(Continental-Lincoln-Mercury)

Happy to shoot you the tearsheets of an article which attracted wide reader attention, and the basis of which was the text of an address by a fellow Lincoln-Mercury dealer who has long served the Texas car-buying public.

BLOOD TELLS

Employes of five Norfolk, Va., automobile dealerships recently competed in a blood-giving contest when the Red Cross Bloodmobile visited the showroom of Roughton Pontiac Corp.

Bob Roughton had issued a challenge "to beat Roughton, if you can," and Billy Wilkins of Norfolk Motor said his company gave them a run for their money.

Firms participating in addition to Roughton Pontiac were Perry Buick Co., F. A. Roethke, Inc., Norfolk Motor Co. and Kline Chevrolet Co.

JOKES A LA LAURITZEN

Any car dealer should be able to get a laugh out of the following jokes told last month at the Atlanta NADA young executives conference by that veteran Richmond, Va., dealer, Paul Lauritzen:

"One dealer said the factory ought to simplify invoices. He said he could understand them but they were hard to explain to the customer."

"If you don't have a belt buckle like mine, you ought to get one. It's made of a silver dollar. By doing that it's very difficult to give away your last dollar."

JOKES A LA LANDER

And John H. Lander, the Dodge-Plymouth dealer of Atlanta, told this one at the same conference:

"An expert is like the bottom of a double boiler: lets out a lot of steam but doesn't know what's cooking."

Rochester Products Names Lamb

Rochester Products Division of General Motors has appointed C. Chester Lamb carburetor field service engineer in southeastern Arizona, New Mexico, Texas, southern Oklahoma, Louisiana, Mississippi, Arkansas, western Tennessee and western Alabama. Lamb has been service manager for Wadel-Connally Co. in Longview, Texas, where he will continue to maintain headquarters.

FEATURING THE FAMOUS RALCO ROLLERS *
Roll Easier . . . Swivel Faster . . . Wear Longer

JEEPERS CREEPER



THE LIFETIME MODEL C

Really STRONG — it's practically indestructible. Made of carefully selected, kiln-dried oak. Approx. 17 lbs. Low-slung, comfortable, plastic headrest.

Equipped With Heaviest Ralco Rollers



Model C

MODEL J — THE ECONOMY MODEL

LOW PRICED, lightweight creeper is made of tough, resilient plywood on a solid oak frame. Weighs only 12 lbs. Comfortable, acid-proof, gas, grease, alcohol-proof head-rest.

Equipped With Unbeatable Ralco Rollers



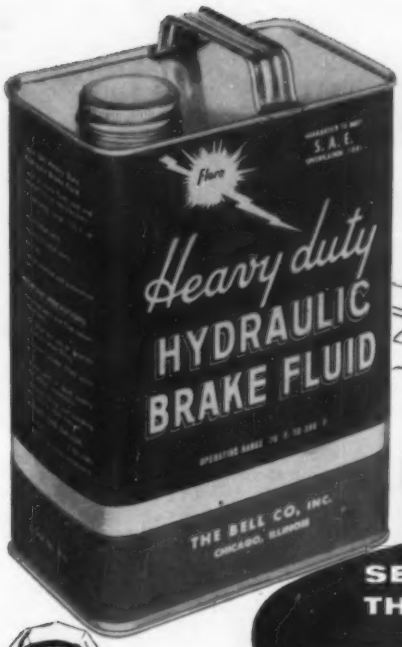
Model J

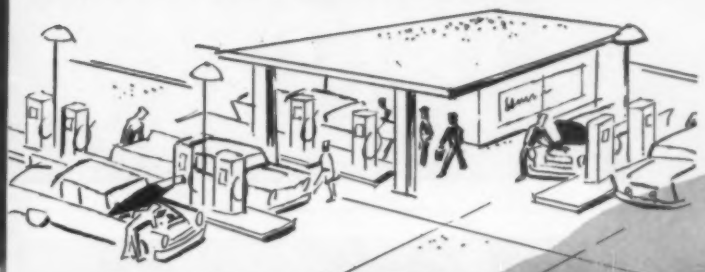
it's a good tool...it's a Lisle

LISLE CORPORATION
Box 1028 • Clarinda, Iowa

IT PAYS!

CHECK BRAKE FLUID and





make AN EXTRA PROFIT

SERVICE WITH THE FINEST! use FLARE

SAE 70 R1 HEAVY DUTY BRAKE FLUID



HERE'S THE HEAVY DUTY BRAKE FLUID REQUIRED BY MOST STATES

Flare is registered in all states required by law. It mixes perfectly with all original fluids. Helps prevent vaporlock, will not damage metal and rubber parts or form sludge or gum. Available in 12-oz., pint, quart, gallon, 2½-gal., 5-gal. and 54-gal. sizes.

Add a brake fluid check-up to every oil change job—and you'll add a constant flow of extra sales to your service billing. When you check regularly, you insure safe driving for your customers and easy extra profits for you!

GET THE BONUS #100 Flare DEAL

makes an extra $2.50 Profit

Regular Dealer Price $19.25

SPECIAL OFFER $15.95*

Prices slightly higher in Canada



2½ gallon can with automatic dispensing pump. No fussing, no spilling. One "shot" delivers 2 ounces of Fluid... clean and undiluted. Universal top also fits all standard gallon cans. 7-ft. hose reaches every master cylinder.

Other Quality Automotive Chemicals Profitably Used by Thousands of BELL Customers

Automatic Transmission Fluid • Cements • Radiator Chemicals • Cleaners • Polish • Rubber-Lube • Top and Tire Dressings • and many more. Send the coupon for complete information free.

THE BELL CO., INC.

411 N. Wolcott Ave., Chicago 22, Ill.

In Canada: Bell Chemicals Ltd.
156 Bathurst St., Toronto, Ontario

MAIL THIS COUPON

THE BELL COMPANY, INC.
411 N. Wolcott Ave., Chicago 22, Ill.

☐ Send me the name of my nearest jobber for the FLARE BONUS #100 deal.

☐ Send me FREE information on other FLARE PRODUCTS.

NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

My JOBBER is_____

ADDRESS_____

CITY_____ ZONE____ STATE_____



Among officers and members attending the Nash dealer advisory board semi-annual meeting in Detroit recently, where all officers were reelected, were Don Schulstad (1), Tampa, Fla.; W. A. Grawemeyer (2), Indianapolis, Ind., chairman; Paul Lauritzen (3), Richmond, Va., vice-chairman; L. Barnett (4), Topeka, Kan.; John W. Raisbeck (5), vice-president of automotive sales operations, American Motors; Kingsley O. Wright (6), St. Louis; P. K. Williams (7), Austin, Texas; J. H. King (8), Nashville, Tenn., and Roy Abernethy (9), vice-president of automotive distribution and marketing, American Motors.

new push-to-lock gas cap profits!



Dealers up profits, service men avoid skinned knuckles with the new G-54, G-57 and G-56 Dual-Loc stainless steel locking gas caps. *Just push-to-lock-without-key!* All three new Dual-Locs are designed to fit the structural limitations of the new cars and give dealers complete coverage with small inventory. The new non-locking replacement caps G-37 and G-36 fit the same cars respectively as G-54 and G-56 locking caps.

Sell Complete Line

Equip yourself with Stant's Complete Line . . . the recognized standard with *32 years of original equipment experience* on filler caps for cars, trucks and tractors and direct to radiator manufacturers! Organize your cap stock into one, systemized, easily inventoried unit . . . the Stant MU-600 Merchandising Display . . . colorful silent salesman.

STANT MANUFACTURING CO., INC.
Connersville, Indiana

EVRSEAL
STANT
RADIATOR • GAS • OIL
CAPS

Used on America's Finest Automobiles as Standard Equipment for a generation

Easy-Access Shop

(Continued from page 33)

first floor. In addition, each stall has its localized lighting from overhead drop lights that may be pulled down to wherever needed.

No one is turned away now for lack of space, nor do we have to worry about where we are going to park a car. Our rear parking lot takes 35 cars.

Perhaps no remodeling job ever quite meets the dream of a garage operator. First thing that happens is he finds he could use more space. There is always some physical limitation in a building, some condition he has to compromise with. Our present layout is the best approximation to our dreams.

"Cool" Profits Await You!

(Continued from page 30)

where they can get it for less.

4.—Don't try to freeze the car occupants. The best and most dependable operation comes from a 20° differential between inside and outside temperature.

Barrington is the only independent garageman in Sherman in the air-conditioning business. He is also president of the Sherman chapter of the Independent Garage Owners of Texas.

from MOHAWK



A Bold Statement Vital To Every Independent Tire Dealer Who Wants

Higher Net Profits



MOHAWK IS ON THE MOVE!

Read This

Joint Statement by
Hank Fawcett,
President
and
Tom Johnson,
General Sales Manager:



MOHAWK Is On The Move!

"The last few months have seen the completion of major expansion plans for Mohawk. A new team of youthful, fully experienced tire men has been placed in management positions. A complete new plant, equipped to make it the most modern in the world, is now in production.

"New 14 inch passenger tires are now in our line. New truck tires that will deliver amazing mileage have been developed and are in production. A new line of competitively priced truck tires has been added.

"All this has but one objective—*to increase* the *net profits* of our independent dealers.

"For Mohawk—since 1913 an honored name in the tire industry—has always had explicit faith in the independent method of selling tires.

"Now with our expansion plans completed, we can offer independents a new NET PROFIT opportunity unmatched in the industry.

"If you want higher net profits for your efforts—if you are looking for an aggressive independently owned, financially sound tire manufacturer who genuinely has your best interest at heart, wire or write either of us today. We sincerely believe we are offering an opportunity unsurpassed in the industry."

Hank Fawcett

Hank Fawcett, President

Tom Johnson

Tom Johnson, General Sales Manager

Now! In The South! The World's Newest, Finest **TIRE PLANT**

Located in Helena, Arkansas. 100,000 sq. ft. of manufacturing space to better serve the growing South and Southwest markets.

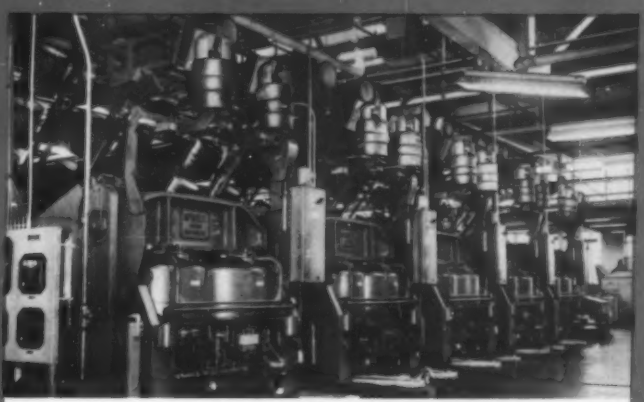


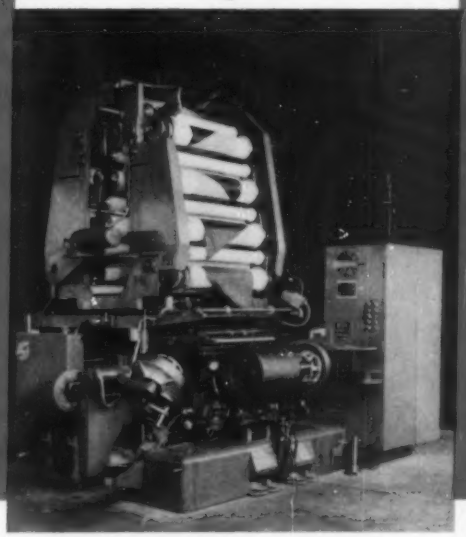
PUSH BUTTON CURING

Shown here is one of the batteries of bagomatic curing machines in the new Helena Plant. Completely automatic, these newest improved machines load themselves, cure for the exact time, and eject the cured tire. And it is all done with the push of a button.

TIRE BUILDER'S DELIGHT

New time and work saving features are incorporated in these new tire building machines. Plies and tread rubber are fed to the builder at the right time, at the right speed. Result, a better built tire with less work.





THE most modern tire plant in the world! And it is in production now. Streamlined to produce the finest tires at the lowest possible cost. Equipped with the newest in tire building machinery to improve Mohawk quality even more. Geographically located to give faster, better service. All these are advantages that will mean more sales, higher *net* profits to Mohawk dealers everywhere.

Here is definite evidence that Mohawk is on the move. Ready now to provide you with the products, the promotion and the protection you need to build your business on a sound, profitable basis.

MOHAWK

MOHAWK Rubber Company

Plants: Akron, Ohio · Littleton, Colorado · Helena, Arkansas

Export Dept.: 250 West 57th St., New York, N.Y., Cable: "Mohawk" NewYork

Move Up To Higher Net Profits with MOHAWK Truck Tires



NEW Super Chief TRUCK TIRES

Tube and Tubeless Construction

100% NYLON Construction!

Cash in on the demand for tubeless truck tires with this premium quality original equipment type tire. Extra tough tread for longer wear. All nylon construction to resist shocks and bruises and deliver more recaps. New tread design for maximum traction, improved skid resistance. In all sizes from 7-17.5 thru 11-22.5. Available also in conventional sizes.

For Lowest Cost Per mile, plus recap after recap



100% NYLON Construction!

The Super Chief Extra Tread

The Extra Mileage Lug E. M. L.

For the trucker who wants maximum mileage for his tire dollar. The Super Chief with its thicker, tougher tread is unsurpassed for original mileage. Extra strong, its all nylon carcass will support the heaviest loads, take recap after recap.

The Extra Mileage Lug is a brand new tire for over-the-road hauling. Two years of grueling tests have proved it a terrific performer. Here is a 100% nylon tire with exclusive tread design that gives far superior traction, that protects against skids in any direction, that is setting new records in original tread mileage.

With Super Chiefs on the free rolling wheels, Extra Mileage Lugs on the driving wheels, you sell a combination that can't be beat . . . at any price!



100% NYLON Construction!

T. C. Johnson, General Sales Manager
Mohawk Rubber Co.
Akron, Ohio

I want to increase my net profits. Rush me details on Mohawk's franchise. No obligation, of course.

Name_____

Address_____

City_____ State_____

Make Your Move NOW!

Mail This Coupon Today!

COOL QUEEN ?

Something NEW in automobile air conditioning!

See our advertisement in this publication in February or, write -- telephone:

H. M. Joyce
Klauss-Joyce, Inc.
5526 Dyer Street
Dallas, Texas
(General Sales Office)

SEE THE MARCH AND APRIL SPECIAL ISSUES OF SOUTHERN AUTOMOTIVE JOURNAL

The March issue will be S.A.J.'s 37th Annual Spring Merchandising Number. The coming issue promises to be one of the most interesting you have ever read. How to sell service, tune-up tips covering engine, chassis, body, accessories, fuel and electrical systems, front-end and other major and minor items necessary to keep cars on the road and running smoothly, will be included. Appearance reconditioning from stem to stern, the lube rack as an ever-available source of shop volume, the profit opportunities in air conditioning are a few of the services that will be emphasized.

This issue will also carry full advance information on "What's Coming At The Southwest Show," sales conferences, attendance, exhibit plans, etc.

The April issue will be the Biennial Special Safety Number. SOUTHERN AUTOMOTIVE JOURNAL was given an award by the National Safety Council "For Exceptional Service To Safety" in 1953 and again in 1955. Every aspect of motor vehicle safety will be liberally covered in the April issue. There are many inherent sales possibilities in the safety drive and these will be thoroughly discussed.

The April issue will also feature the International Automotive Exposition at Miami and the Midwest Automotive Show at St. Louis, giving full advance information on these outstanding events.

If you are not already a subscriber to SOUTHERN AUTOMOTIVE JOURNAL fill in the coupon and return it immediately. These two special issues are only an example of the value you will receive from every issue of SOUTHERN AUTOMOTIVE JOURNAL.

SOUTHERN AUTOMOTIVE JOURNAL
Department A-11
806 Peachtree Street, N. E.
Atlanta 8, Georgia

☐ New Subscription
☐ Renewal

Please enter my subscription to SOUTHERN AUTOMOTIVE JOURNAL for 3 years beginning with the March issue.

Name _____

P. O. Box or
Street and No. _____

City _____ State _____

Name of Firm _____

☐ Bill me for $3.00 ☐ Enclosed find $3.00

Sealing Chevy Panels

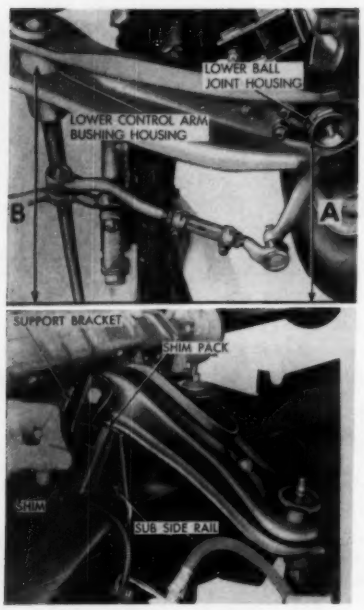
(Continued from page 54)

direct any water in the cove area of the hinge pillar into a drainage hole in the hinge pillar. The auxiliary weatherstrip is cemented to the door hinge pillar and has two snap-on clips at the lower portion of the weatherstrip.

Service Procedure On TorsionAire

SERVICING tips on its new TorsionAire suspension were issued last month by Plymouth Division of Chrysler Corp. as follows:

Front suspension height is checked, first, by finding the difference in height between the floor and the two measuring points on the lower control arm, on each side



Top: Fig. 1—Front suspension system measuring points. Above: Fig. 2—Installing shims to adjust caster and camber.

of the car (Fig. 1). The measuring point at the outer end is from the lowest point of the lower ball joint housing to the floor. The measuring point at the inner end is from the underside of the lower control arm bushing housing (located between the flanges of the lower control arm) to the floor.

The difference in these two dimensions should be within 1⅞ to 2⅜" on all sedans and coupes. On Suburban models the difference should be within 2⅜ to 2⅞".

Compare the measurements that have been taken on both the right and left sides of the car. The two results should be held within ¼" of each other. If the measurements differ by more than ¼", correct by tightening or loosening the adjusting bolt at the torsion bar spring rear anchor.

Note: Always check front wheel alignment and aiming of headlight beams after adjusting torsion bar springs, and adjust if necessary.

Front wheel alignment:

Front wheels should be aligned in the following order: (1) camber, (2) caster, and (3) toe-in and toe-out. The front suspension parts are heat-treated and in the event of damage they should be replaced — never repaired or reheated.

Caster and camber adjustments:

Adjustments are performed by installing 1/16 and 1/32" shims between the upper control arm support brackets and the frame subside rails (Fig. 2). Installing or removing shims at either the front or rear bracket changes the *caster* setting. Installing or removing shims equally at both brackets changes the *camber.*

Raise the car from the floor and loosen the upper control arm support bracket bolts. Add or remove shims as required and tighten bolts. *Adding shims equally at both front and rear support brackets will decrease positive camber.* One shim 1/16" thick at each bracket will change camber 5/16°. *Addition of shims to the front bracket or removal of shims at the rear bracket will decrease positive caster.* One shim 1/16" thick will change caster approximately ½°. Total thickness of each shim pack should *not* exceed 9/16". After lowering car, jounce front end up and down a few times before rechecking wheel alignment to allow suspension to assume normal position.

Steering axis inclination:

Inclination is checked in the same manner as that previously used to check kingpin inclination; however, if camber can be adjusted within recommended limits, it is usually not necessary to check the steering axis inclination. Steering axis inclination should be 6½° ± ¾° camber. If it is not within these limits, check for bent steering knuckle, control arm or frame.

Overhead Got Haircut

(Continued from page 35)

and stalls do not have to shut down during a cleaning. We hold each mechanic responsible for the cleaning of his stall daily, which is done on his own time. He is careful with materials. We take care of the center aisle.

We are in a multiple-dealer area and hence divert as much of our cooperative advertising to our local area as possible to gain the most for our cost. This allows increased newspaper and billboard advertising in our locality. We are not constant advertisers and have kept institutional advertising at a minimum, using instead specific advertisements to get results. Advertising has been cut from $2,500 a month to the current $1,000.

Far more satisfactory than newspaper advertising has been showroom poster advertising. But this is due to our location on a through street heavily used by a homeward-bound car traffic in our area.

Yellow classified telephone book advertising has been cut to the bone, releasing that money for specific newspaper reminders of our bargains. The cutback here was about 50%.

We believe our use of a motor scooter instead of a motorcycle or truck has saved us $100 a month over '53. Because of its limited speed it has cut hazards and higher costs.

As we enter upon a new period of car business we look back over the hectic period of wildcat advertising with a feeling that we proved to ourselves honesty is the best policy for increasing sales. The customers who come to us from long distances and faraway places to have us service their cars have proven to us that quality workmanship and a genuine concern for the customer's welfare are the greatest assets a dealership can have.

Inspections Go over

(Continued from page 39)

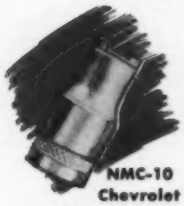
rection of many of these faulty conditions found can save you money on repairs . . . and perhaps even save your life."

In Tennessee the Governor's Emergency Traffic Safety Committee, sponsor of an unsuccessful effort to get such a law passed in 1955, may give it another try in 1957. F. C. Sowell of Nashville, chairman, said introduction of the bill in the legislature is "under consideration."

Reports were that the State Safety Department would take a neutral role on introduction of an automobile inspection bill.

Mechanics know how—

MODERN TOOLS MAKE MONEY!



NMC-10
Chevrolet
Distributor Socket

No doubt about it, you can't keep up with today's exacting automotive service and repairs without the modern Tools that put you in the ballgame. In fact, if you don't have the modern Tools that have been designed by New Britain to make your job easier and service better, you just don't make the bigger dollar in today's automotive repairs!

In addition to the scores of standard New Britain Sockets and Drive Parts that thousands of good mechanics have depended on for years, there are many new Tools, that can save time and trouble for you, and probably should be in YOUR Kit right now! Ask your Jobber about these modern New Britain Tools that make more money for mechanics!

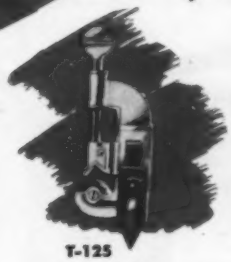
Here— ARE JUST A FEW OF THE TOOLS THAT SHOULD BE MAKING MONEY FOR YOU *Right now!*



FG-12
Ford Feeler Gauge



P-65
Brake Spring
Pliers Adapter



T-125
Tube Cutter



M-110
2-in-1 Brake Tool

E-41
½ Inch
Distributor
Wrench



E-42
9/16 Inch
Distributor
Wrench



RW-14 to RW-28
Ratcheting Box Wrenches

E-40
Point Bender

PLUS THIS GREAT NEW FAMILY OF AUTOMATIC TRANSMISSION TOOLS



AH-10
HYDRA-MATIC
Band Adjusting Tool

ATL-2
HYDRA-MATIC
Throttle Arm Gauge



ATL-3
HYDRA-MATIC
Throttle Arm Bender



ASD-6
Seal Driver
Set

NAPA Assurance of Quality

New Britain HAND TOOLS

THE NEW BRITAIN MACHINE CO. • NEW BRITAIN, CONN.

Dear Bill,

Just getting our first nibble of the new year, and believe me it doesn't taste any different than the previous couple. Business is holding up nicely, thank you.

We've been ironing out a few little bugs that always haunt us on the first few runs of the new models, but we report them to the zone posthaste so we won't have to contend with them later in the year. Factories pay more attention to us these days, it seems, though when we sound off on that subject they come back at us that we didn't make the reports in the past like we do now.



And they may be right, for I do recall figuring a fast fix, off the cuff, was a lot easier than penciling in a lot of information on a product report. If all the guys in the field did the same, I guess it would take the factory some time to find out they were having assembly trouble in some department or other.

The boss and some of the other dealers have been kicking around the hourly service charge again. Trying to keep it high enough to keep the mechanics happy and without pricing themselves out of the market is the problem. Our sales manager says that in our case a hike would be rough on future sales. Seems he's been pushing medium-priced cars into the low-priced market in such volume that high service costs will scare off his old customers, put them back in somebody's bag who sells cheaper cars.

If the higher service costs only scare them away from our service department, he's still in trouble, for his records show that he can sell a higher percentage of our steady service customers than he can those who take their service work elsewhere.

The mechanics in our shop aren't bucking for higher charges, for we've maintained a steady flow of work through follow-up, efficient distribution of work among the departments and general good shop management. Our customers are not in the high-income brackets, so we also feel that we probably would lose money in the long run by getting prices hiked so our old standby customers couldn't afford to come to us.

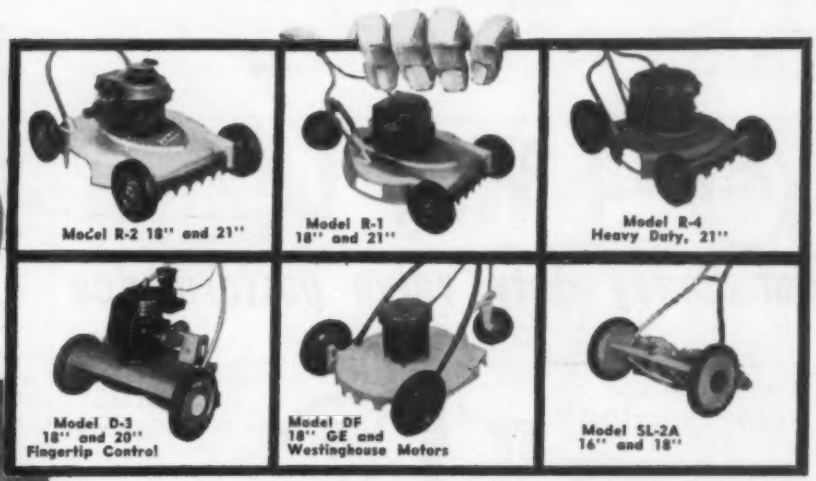
Our truck shop foreman tells me a number of his long-haul fleet owners are calling for balancing of engine parts during overhaul.



NEW BIG PROFIT LINE

IN THE AUTOMOTIVE FIELD!





Dixie LAWN MOWERS

Move Fast In AUTOMOTIVE OUTLETS

Because owners and employees know gasoline engines from intake to exhaust!

COMPLETE LINE
The carefully planned DIXIE line gives you a single, dependable, convenient source of supply. With DIXIE you can offer your customers the right mower for a 60 foot lot or a country estate.

MODERN STYLING
The clean-cut, sturdy lines of DIXIE mowers are as modern as next year's automobiles. They are styled to sell in today's highly competitive market.

EASY OPERATION
Dixie Power Mowers, equipped with Briggs and Stratton, Clinton or Lauson motors, provide quick, sure starts. The overall lightweight ball-bearing wheels, adjustable handles and adjustable cutting heights make DIXIE mowers a pleasure to use.

RUGGED CONSTRUCTION
DIXIE Mowers are lightweight for ease of handling but their construction is carefully engineered for rugged dependability. Construction breakdowns are all but eliminated.

COMPETITIVELY PRICED
Dixie Mowers are realistically priced to sell in highly competitive market. You'll never lose a sale with a DIXIE. More sales mean more profits.

FORCEFUL, EFFECTIVE ADVERTISING
Not only are DIXIE Mowers advertised nationally, but DIXIE provides you with a co-operative local advertising program . . . supplies newspaper mats, radio and TV commercials store posters and descriptive pamphlets for mailing and store distribution.

LIBERAL DEALER DISCOUNTS
The Dixie Dealer plan provides greater discounts for increased sales volume. Generous freight allowances also mean bigger profits.



Model SPR2-216 Self Propelled 21" Fingertip Control



. . . and it's safe!
Exclusive Dixie Blade-holder prevents blade from coming off even if shaft is broken.

Write today for catalogue, prices, complete information.

SOUTHLAND MOWER COMPANY

DEPT. 140 SELMA, ALABAMA

THE GRASS IS ALWAYS GREENER IN A DIXIE YARD !

They want their crankshaft flywheel and clutch dynamically balanced and the pistons and rods weighed and equalized. He thinks we could do enough service on passenger cars to justify the purchase of this type of equipment for our own use, instead of simply subletting the jobs we have requested in the two shops. He and the "bull" are kicking that one around at the service meeting tonight, I hear. A lot of our best-paying departments got their start this way.

I guess that's why we stick around the trade so long. Each new day presents a stack of new and unusual problems for us to tackle, and each new year has a few more innovations for us to consider.

Yrs,
Ed.

Fourfold Increase in Net

(Continued from page 40)

new and used cars and trucks in '56, and the prospects are good, with some effort on our part, for going up to 400 within the next two years.

In order to reach our goal we are advertising more consistently. We are not putting more money into our advertising budget but are placing smaller advertisements oftener on specials in used cars. We have had no need to promote service. Our good reputation for service has kept our shop full of work throughout the year, but we are promoting used cars daily.

When we studied our shop and recognized that we had a good crew of skilled mechanics, we gave some thought to providing an incentive to increased earnings to keep them with us. They had been on straight weekly salaries. We decided to retain a guarantee of $250 monthly because we wanted our men to feel secure.

We think security vital to quality workmanship, but we wanted to give the ambitious and hard worker an opportunity to earn extra if he was able to increase production. We put them on 50-50, keeping a record of each man's labor for three-month periods. At the rate of $250 monthly, he gets $750 in three months.

He gets this amount whether he turns in $1,500 in labor or not. If he turns in $1,600, the $100 in excess is split and he earns a bonus of $50. We put it on a three-month basis because we felt he would strive harder and more consistently over an extended period than on a week-to-week arrangement.

The new plan has brought the earnings of top mechanics on our mechanical shop staff of nine up from $350 a month to $375, for average mechanics from $250 to $300. For the three men in the body shop it has meant a rise from $300 for the top body man to $375, and for the average from $275 to $325.

The plan has been in effect one year. Customer labor has increased 15%. Our men like the combination of security and incentive. We have reason to believe they will continue with us.

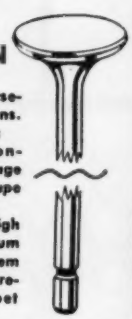
SAE Names Eddy President

W. Paul Eddy, chief of engineering operations at the Pratt & Whitney Aircraft Division, United Aircraft Corp., has been elected president of the Society of Automotive Engineers. Active in local and national programs of the society since he joined in 1937, Eddy was vice-president during 1955.

rmc -4 Way Leader
for heavy duty valve performance

TWO PIECE CONSTRUCTION

—a "must" for increased horsepower and higher compressions. rmc bi-metal valves feature:
HEADS: of austenitic, non-magnetic, steel. Resists warpage and corrosion. Keeps its shape under extreme temperatures.
STEMS: rmc specification high alloy steel. Provides maximum wear resistance at high stem temperatures. Hardened to prevent "riveting" from tappet impact.



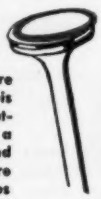
STELLITE FACES

rmc valves with Stellite faces are preferred for use in heavy-duty engines. They increase valve life from two to five times. They maintain better seating and compression under the hottest and toughest operating conditions—keeping horsepower up, fuel consumption down.



HEAT BANDS
an rmc exclusive

Some engines burn valves more readily than others. Combat this condition with rmc "heat-banded" valves. A band of a non-burning alloy fused around the outer edge of the head, where most burning takes place, helps prevent burning, increases valve mileage.



LOOK FOR THIS SEAL on every rmc heavy-duty valve box. It's your assurance of dependable "super-duty" performance under the toughest operating conditions.



ORIGINAL EQUIPMENT ENGINEERED

rmc, a basic manufacturer supplying original equipment for over a half century, knows the engineering and production requirements of the engine manufacturer. This assures you of a better manufacturing, more accurate tolerances and original equipment performance with every rmc valve.

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DISTRIBUTOR'S WAREHOUSE, 2436 Dennis St., Jacksonville, Fla.
AUTOMOTIVE WAREHOUSE, INC., 320 Fifth Ave., S., Nashville, Tenn.
T. L. KIDD COMPANY, 123 Shuman Ave., Charlotte, N. C.
FRANK J. MERRYMAN CO., 419 Peachtree St., N. E., Atlanta, Ga.
NEAL GREENFIELD SALES, 509 E. Third St., Fort Worth, Texas
NEAL GREENFIELD SALES, 2916 Main St., Dallas, Texas

rmc COMPONENT PARTS


Guides


Springs


Valve Spring Inserts


Valve Seats

RICH MANUFACTURING Corporation
BATTLE CREEK
MICH., U.S.A.
BASIC VALVE MANUFACTURER FOR ORIGINAL EQUIPMENT SINCE 1908

now!

HERE'S HOW YOU CAN EARN MORE . . .
SERVICING MODERN ENGINES

Send for free Booklet today!



This well illustrated free booklet tells you all about the new Allen "Power-Tune" Course for modern engine servicing. Shows how care and maintenance of 6 and 12 volt systems can make more money for you

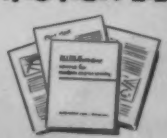
The Allen "Power-Tune" Course consists of five lessons; each containing the very *latest* in methods, techniques and equipment. When you finish the Allen "Power-Tune" Course you'll know all there is to know about servicing modern automotive engines. The course includes the following subjects: Regulators, Generators and Starters • Automotive Batteries and Ignition Circuit • Distributors • Fuel Systems and Carburetion • Power-Tune Procedure.

This new Allen course is the finest, most effective ever offered. To save time, do a better job... and make more profit on every job... it's essential, and it's convenient. Your Allen distributor or authorized Allen service station is arranging a course in your locality.

Here's what the new ALLEN course offers you



Qualified, Expert Technical Instruction. Under capable supervision, you actually do the work yourself, solve every problem you'll face in service operation.



Simplified Course Manual. Large easy-to-follow diagrams and service procedures are illustrated. After the course, you keep the manual for reference.



Two A.E.A. Manuals. These two manuals, "Automotive Electrical Systems" and "Automotive Fuel Systems", are included to furnish technical information.

ALLEN

ELECTRIC AND EQUIPMENT COMPANY • *Kalamazoo, Michigan*

Canadian Branch: Walkerville, Ontario

MANUFACTURERS OF Uni-Tuners • Syncrograph Distributor Testers • Regulator-Generator Servicers • Motor Analyzers • Spot Welders • Dyna-Chargers • Unitron Slow Chargers

Mail the Coupon: Allen Electric and Equipment Company, 2101 North Pitcher St., Kalamazoo, Mich.

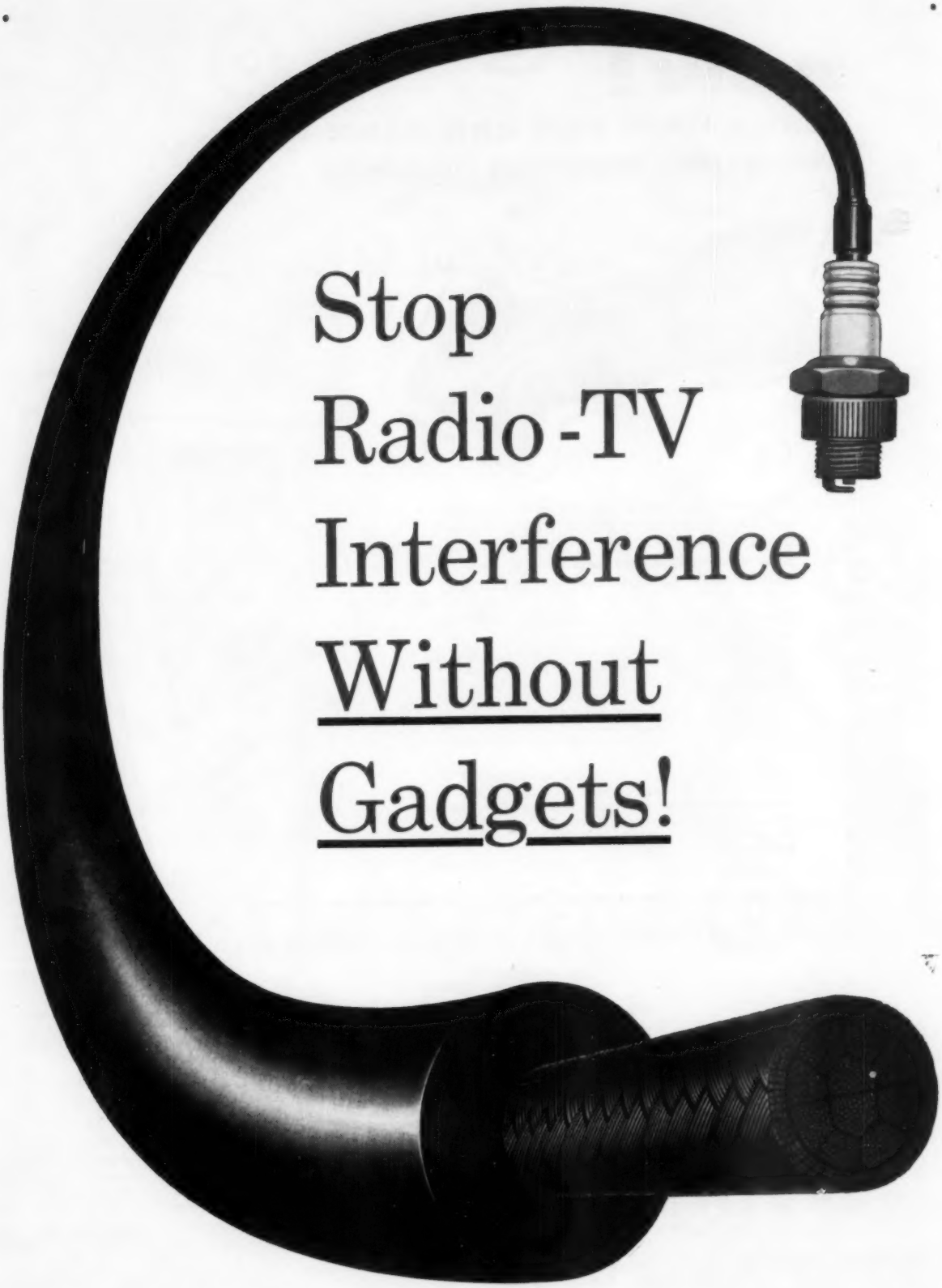
Please send me your free book,
"The Care and Feeding of Modern Engines"

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Shop's Name:

Address:

City: Zone: State:


Stop
Radio-TV
Interference
Without
Gadgets!

exclusive TVRS *cable*

The same conductor that carries the current prevents ignition interference and increases spark plug life

Packard Electric T.V.R.S. ignition cable has a non-metallic conductor that does two jobs simultaneously: It *carries* the current that makes the spark; and it controls the intensity of spark. Thus, with one essential part, you offer increased spark plug life and prevent ignition interference in the car radio or on nearby television sets.

Extensive laboratory tests prove that by distributing resistance over the entire ignition wiring circuit, T.V.R.S. cable does a more effective job of suppression than can be obtained by spot suppressors. As a result, there is far less broadcasting of interference and less spark plug erosion.

Packard T.V.R.S. cable is original equipment on almost half of the cars made today. There is a potentially big and profitable replacement market. And, since no spot suppressor can equal its performance, T.V.R.S. is easy to sell as an improvement feature for vehicles not factory-equipped with T.V.R.S.



READY-TO-INSTALL KITS

Complete packaged ignition wiring sets with terminals attached are available. Packard Electric T.V.R.S. Suppressor Cable is also available on spools with separate terminals and illustrated instructions for making fast, trouble-free attachments. Ask for Packard Kit 420-K.

Packard Electric

Warren, Ohio

GM PARTS SALES

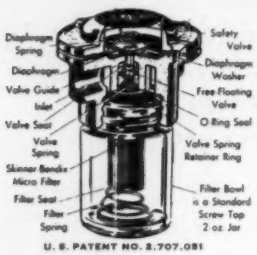
"Live Wire" division of General Motors



The fuel injection V-8 of Pontiac's Bonneville sports convertible will deliver over 300hp. It was unveiled to the public at the National Automobile Show in New York last month and is slated for limited production early this year for dealer use only to gain experience with the fuel injection system before it is made available to the public. It's 215½" long.

FILT-O-REG® SENSATIONAL, NEW!.. COMBINATION FUEL PRESSURE REGULATOR and FILTER STOPS FLOODING...STOPS STALLING!

FILT-O-REG is precision engineered and designed for use on any internal combustion engine using gasoline, alcohol or stove oil. FILT-O-REG provides a constant, even fuel pressure of only 2 lbs. p.s.i. on the carburetor float valve and seat—maintaining the proper float level under all driving conditions. It makes any engine perform better because it feeds the full and required volume of filtered fuel to the carburetor at minimum pressure for correct air-fuel mixture under all speeds and load conditions.



U. S. PATENT NO. 2,707,081

How FILT-O-REG Works

Engine fuel *enters the* FILT-O-REG *with intermittent,* jerky "pulsations" *under full fuel pump pressure.* The FUEL *flows directly into* the glass *filter bowl, and through* the special Skinner-Bendix type micro-filter element. The FUEL *is completely cleaned of* any dirt, water or other harmful matter.

The filtered fuel (still under full fuel pump "jerky" pulsation pressure) *passes around* the FREE-FLOATING VALVE (below the diaphragm) *through the* FILT-O-REG outlet *into the carburetor.*

When the carburetor's FLOAT CHAMBER *fills up with fuel*...the FLOAT *rises,* pressing against the FLOAT VALVE...and momentarily *cutting off* the FUEL SUPPLY until the float chamber needs more gas for the engine.

As soon as the FUEL PRESSURE *against the carburetor's Float Valve* reaches 2 lbs. this precision FILT-O-REG *starts its cycle of operation* to reduce and regulate the excessive pressure from the fuel pump to a maximum of 2 lbs. at all times.

The FUEL PUMP'S excessive pressure—against the underside of the DIAPHRAGM—*pushes* the Diaphragm UP *against* the DIAPHRAGM SPRING. This action *allows the tension* of the VALVE SPRING *to push the* FREE-FLOATING VALVE *against its* O-RING SEAT, making a positive seal against pump pressure.

As the GAS LEVEL *drops, the* FLOAT *drops* and the FLOAT VALVE *opens in the carburetor.* This *reduces the pressure under the* DIAPHRAGM in the FILT-O-REG—causing the DIAPHRAGM *to drop*—thus opening the FREE-FLOATING VALVE *to allow a free flow of fuel.* This CYCLE *is repeated over and over again,* automatically, *as the engine is operated. Complete Satisfaction Guaranteed.*

MAKES ANY GASOLINE ENGINE RUN BETTER!

SOLD ONLY THROUGH JOBBERS • WRITE FOR PRICES AND DISCOUNTS

ALONDRA SALES, INC., 959 CRENSHAW BLVD., LOS ANGELES 19, CALIF.

Pontiac's Injection System

(Continued from page 51)

consisting mainly of an air metering system, a special manifold and a fuel supply.

A major advantage of fuel injection system over conventional carburetor system is the delivery of equal amounts of fuel to each individual cylinder, assuring efficient performance. Fuel injection supplies filtered air through individual tubes to each cylinder head intake port. Here it is mixed with atomized fuel supplied by individual fuel lines. Thus precise and uniform cylinder-to-cylinder distribution is assured.

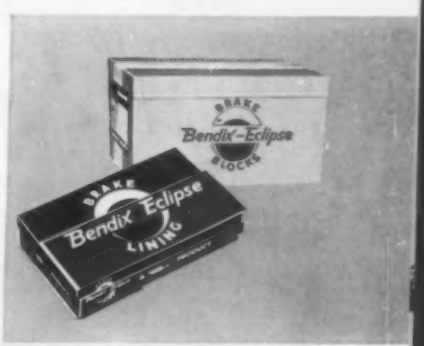
"In the research laboratories and on the GM Proving Grounds, Pontiac's fuel injection engines have given marked improvements in economy and performance," Knudsen said. "By placing them in the hands of Pontiac dealers, performance under actual field conditions in all sections of the country can be determined prior to its becoming available to the public as a standard production engine."

Little Rock Elects Roberts

Dave Roberts of Bailey-Roberts Motor Co., North Little Rock, Ark., has been named president of the Greater Little Rock Auto Dealers Association. Reelected were Horace Terry, Milner Pontiac Co., vice-president; George H. Benjamin, secretary, and W. M. Owen, Owen Motors and Oil Co., treasurer.



Tell him yes, mister! Chances are you can if you stock BENDIX-ECLIPSE linings and brake blocks. They're on more new vehicles than any other make!



Marshall-Eclipse Division
Troy, New York

Bendix
AVIATION CORPORATION



Elected to represent 960 Ford dealers in the seven-state southwestern region of Ford Motor Co. as delegates to the National Dealer Council of Ford Division, Austin Hemphill, left, president of Austin Hemphill, Inc., San Antonio, and William H. Wilson, Jr., right, owner of Bill Wilson Motors, Haskell, Texas, discuss agenda and plans with R. R. Anfin, southwestern regional sales manager, and A. J. M. Oustalet, Jr., Jennings, La., dealer. The two Texans joined 12 other dealers from sales regions throughout the country at a meeting in Dearborn, Mich., last month to discuss dealer recommendations on sales, advertising policies, merchandising programs, etc., with top officials of Ford. Oustalet was regional delegate to the division's 1955-56 national dealer council.



Aluminum & Lucite Reflector No. AR-3



Clearance Lite No. 612

ANTHES LIGHTS FOR FRONT, SIDE AND REAR

ANTHES REFLECTORS FOR FRONT, SIDE AND REAR



Stop & Tail Lite No. 554



Streamlined Cab Lite No. 666

THE FIRST LINE OF SAFE

Anthes



ANTHES FORCE OILER COMPANY • FORT MADISON, IOWA

. . . and proud to serve the safest drivers on the road!

Our Gravy: 'Automatic'

(Continued from page 34)

we don't believe there are any short cuts to really getting inside an automatic transmission and thinking through what's wrong with it.

We both took our week of training at an automatic transmission school, reviewed the basic fundamentals of operation, nomenclature of parts, etc., but only after we had had years of experience.

We are now training an apprentice to remove and replace an automatic transmission unit, how to tear down a unit and clean parts, and with time and application, he will make adjustments. But it will take two years before he will be a specialist.

We stress the all-importance of thoroughly knowing your unit because it is quite possible to take an automatic that needs only a minor repair, give it a lot of parts it doesn't need, put it back into running shape and hand your customer a fancy bill in three figures. You learn nothing from this kind of procedure, and you lose a valuable customer besides.

About 80% of our volume comes from individual car owners, 20% from subletting. We take pride in the accuracy of our diagnosis, quality of our work and the good prices that make satisfied customers come back and bring others with them.

The correctness of our diagnosis is basic to good prices. Let us explain what we mean:

A customer drove his Ford in here resigned to the big expense of a transmission overhaul. We

Certified

...announces a MAJOR TRIUMPH IN POWER MOWER ENGINEERING!

the revolutionary new



"Swing-a-way" Flexor Blade

PAT. PENDING

...prevents driveshaft damage

Certified obsoletes ordinary rotary mowers with the FIRST and ONLY flexible airfoil shaped blade. When this new blade strikes an object, the shock of the blow is absorbed by the two flexible ends as they swing out-of-the-way, instead of by the engine drive shaft. This prevents the shaft from bending, and leaves the blade free to continue mowing. The ends snap back in a fraction of a second through centrifugal force. LOOK FOR THIS BIG SELLING FEATURE ON CERTIFIED . . . America's finest power lawn mowers.

Greatest rotary mower advancement . . . and Certified has it! Makes ordinary rotaries obsolete!

the Flexor Blade is an exclusive feature on every '57 Certified Rotary Mower



Model AE-180
24" deluxe trimmer-type riding rotary



Model RA-222
22" self-propelled heavy duty trimmer-type rotary



Model RF-22
22" heavy duty trimmer-type rotary



Model RM-20
20" deluxe heavy duty rotary



Model JK-50
18" trimmer-type rotary



Model EL-18
18" electric trimmer-type rotary

there's a Certified for every lawn

...America's biggest and best line!



Model LP-430—24"
Model LP-230—20"
Model LP-228—18"



Model PE-99
LAWN SCOUT
9" GAS EDGER-TRIMMER



Model NS-91
5" LAWN SCOUT
ELECTRIC EDGER—TRIMMER



Model RR-140
30" deluxe reel-type riding mower



Model TB-170
24" economy reel-type riding mower



ALL-PURPOSE FOLD-AWAY LAWN SWEEPERS
Model LS-240 24"
Model LS-200 20"
Model PS-124
24" Power Model

manufactured by
WESTERN TOOL AND STAMPING CO. 2725 Second Ave., Des Moines 13, Iowa
the world's largest producer of power lawn mowers

WESTERN TOOL AND STAMPING CO. Dept. SA-3
2725 Second Avenue, Des Moines 13, Iowa

☐ Please send me free color literature on complete line.
☐ Please have a representative call on me.
☐ I am a dealer. ☐ I am a jobber.

Name _____
Company _____
Street _____
City _____ Zone ____ State ____

checked and found his bands and linkage needed adjusting. We recommended a change of fluid. The bill came to $13.95. He was so pleased that he did not have to put out $150 for an overhaul that he has since sent us two other customers.

Another customer drove in here believing his transmission was due for a major overhaul. His transmission was slipping. We found oil seals leaking. For new seals and gaskets and adjusting the transmission, he got a bill of $35. We gained another steady customer that time.

As we mentioned above, we built up transmissions in our spare time, placing a warranty of 1,000 miles or 30 days on them. When a customer came in with a '53 Oldsmobile expecting to spend about $175 on an exchanged unit and paid $133 for a rebuilt transmission, he was greatly pleased that he was $42 ahead.

We find this aspect of rebuilding a most profitable one, keeping several spare units on hand at all times. Carrying a parts inventory of $2,000, we have built up a transmission tools inventory of about $6,000 within our two years, having started out with about $250 in tools.

A crane is part of the equipment needed for our operation as we are often called out on the road, and so is a spare car for the use of our customers whose cars are tied up with a transmission overhaul.

An important part of our service is education of our customers. We emphasize the importance of preventive maintenance, checkup and adjustment every 15,000 miles as an economic measure. Letting an automatic transmission go until it needs an overhaul is too costly. We recommend changing fluid at this time, keeping it clean from unit wear.

Our current problem is one of space. We have outgrown our two stalls as our parking lot becomes overcrowded with standing cars waiting to be repaired. We are running on a five to seven days' backlog even though we schedule each job, beat the flat rate on time and meet promised delivery dates. Present plans include expanding to four stalls.

We are convinced the future belongs to the mechanic who recognizes the higher standards of mechanical skill required by today's more complex cars. There was a time when a hammer and pliers were all that a mechanic needed to get by. That day is past. As mechanics we must keep current with developments or drop out of the picture.

OVER 1/3 BILLION VALVE CORES have been made by ACME



Over 1/3 of a billion Acme Valve cores have been sold . . . proving that tire servicemen agree with the high rating given Acme cores by a leading independent laboratory.
Acme cores will pay off for you . . . a million times over!


#301 Valve Cap


#509 Pencil Gauge


#251 Universal Tubeless Valve

Manufacturers of valve cores • valve caps • air chucks • air hose couplers • air hose • couplings • vulcanizers • airline, pencil, tractor, & service tire pressure gauges • air storage tanks • shur-call driveway signal & tubing • tank valves • valve tools • fishing tools • blow guns • nozzles • repair valves • rubber valves • drain cocks • screw fittings. Write today for our complete, new catalog.

ACME for Accuracy

ACME AIR APPLIANCE CO., INC.
100-120 Hinsdale St., Brooklyn 7, N. Y.

Mechanics: Internal?

(Continued from page 37)

conduct courses in mechanic training," he said.

"Shops will have to go out of their way to create encouragement for young men by hiring graduates who have chosen the profession of the automobile mechanic. They have demonstrated their interest. We cannot let them down and expect increasing numbers of young men to follow in their footsteps. These youngsters who want to be mechanics have to get their start some place."

Olds Sends Kirksey to Dallas

Ira A. Kirksey, formerly Oldsmobile zone manager in Omaha, has been transferred to Houston, Texas, as manager of the new zone there.


12
OIL FILLED COILS
EACH ENGINEERED FOR THE INDIVIDUAL 6V. OR 12V. SYSTEM
For maximum Coil efficiency and longer Contact life, the Coil primary, secondary and core must be balanced to the Distributor cam and cam dwell. Each ECHLIN Oil Filled Coil is precisely designed for use in the specific system for which it is cataloged.
YOU CAN'T BUY A BETTER COIL AT ANY PRICE!
OIL RESISTANT BUNA N GASKETS
SOLDERED PRIMARY AND SECONDARY CONNECTION
BUNA N "O" RING SEAL
LAMINATED CORE
INSULATION—OIL IMPREGNATED UNDER HEAT AND VACUUM
SECONDARY WINDING
PRIMARY WINDING
SEAMLESS DRAWN STEEL CASE
PHENOLIC BASE INSULATOR WITH OIL CIRCULATING PASSAGES
ADVERTISED IN The Saturday Evening POST
NAPA
ECHLIN
A PRODUCT OF
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COILS · CONDENSERS
& OTHER AUTOMOTIVE
ELECTRICAL PARTS
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ECHLIN IGNITION OF CANADA LTD. · 56 CONNIE ST. · TORONTO 15, CANADA

MILLIONS OF FORDS..

Give You Big Opportunities



THIS GREAT NEW WIX "SPIN-ON" FILTER IS ORIGINAL EQUIPMENT ON FORD • MERCURY LINCOLN • CONTINENTAL THUNDERBIRD AND TURNPIKE CRUISER for 1957!

WIX CONVERSION FOR PRE-'57 MODELS!

To modernize pre-'57 Ford family vehicles, simply remove and discard the old-style full-flow filter housing and gaskets. Install this WIX Adapter in the block and you're ready to *SPIN-ON BY HAND* the sensational, new 1957 WIX PC-15 Filter. It's quick, practical and profitable!



WIXITE
Famous HEVI-DUTY depth type filtrant for partial-flow systems.



POROSITE
Exclusive WIX pleated paper filtrant for lube and fuel oil systems.



WIX-KNIT
The premium WIX filtrant in gold cans for full-flow systems.



SOCK-TYPE
The great WIXITE blend precision-packed in cotton sock type cartridges.

for WIX Oil Filter Sales and PROFITS!

Right NOW! you can modernize every Ford family car and truck equipped with an old-style full-flow filter! Get in the big money *fast*—meet the huge demand with the WIX WF-15 CONVERSION! It will modernize these millions of vehicles swiftly, at low cost, so they, too, can use the great, new WIX "SPIN-ON" Oil Filter that is original equipment on Ford vehicles in '57.

This sensational new WIX Filter, using WIX Porosite as the filtering medium, is contained in a lightweight, extruded aluminum body . . . grip-paint top facilitates twist-of-the-wrist installation ease and removal. It features a new relief valve with each change—it's built-in! . . . also a self-contained gasket and anti-drainback valve in base for a quick, clean change.

You'll soon be selling many of these new WIX Filters, too, for replacement service as 1957 Ford family cars start coming to you for their new "SPIN-ON" Filter changes! Meanwhile, cash in on the big demand for Ford vehicle modernization with the WIX CONVERSION. It's ready, it's hot and it will make money for YOU NOW! Order your stock of WIX WF-15 CONVERSIONS and WIX PC-15 "SPIN-ON" Filters from your WIX Jobber today!



One of the great WIX-O-MATIC Merchandisers that is revolutionizing Oil Filter Sales and Service. You can have it FREE!

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ENGINEERED • FILTRATION

AUTOMOTIVE • INDUSTRIAL • RAILROAD

WIX CORPORATION • GASTONIA • N. C.

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Shortage of Mechanics Could Hurt Nation in Emergency, Bazner Says

AN ACUTE shortage of automotive mechanics presents a serious threat to our economy and could be disastrous in case of a national emergency, the annual convention of the American Vocational Association at St. Louis, Mo., was told last month.

Martin W. Bazner, Sr., an official of National Standard Parts Association and sales vice-president of Ammco Tools, Inc., North Chicago, Ill., told supervisors of trade and industrial education:

"In 1950 we had approximately 49 million vehicles and 670,000 mechanics to keep them rolling—a ratio of 73 cars to each mechanic. Today we have an estimated 65 million vehicles and only 700,000 mechanics—a ratio of 82 cars per mechanic.

"At the deplorably slow rate at which our mechanic force has been increasing we will have 960,000 mechanics by 1965, but the number of cars on the superhighways and byways of the nation will have increased to 81 million—a ratio of 90 cars per mechanic. A big jump in the number of cars, a small increase in the number of mechanics.

"For a nation whose economy depends, so to speak, on wheels, this shortage of trained mechanics presents a serious threat to our economy and could be disastrous in case of a national emergency. The motorist who buys one of today's cars is becoming increasingly aware of the fact that with the ever-increasing number of new cars being placed into service today with their new and highly intricate powerplant the need for highly skilled and trained mechanics is even greater."

May Attract School Boys

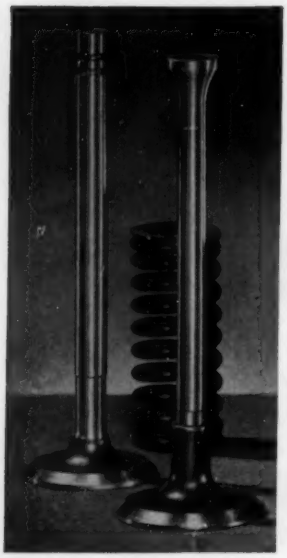
Bazner, in reporting on the "Automotive Instruction in Our Schools" program which was started by NSPA two years ago, expressed hope that it would encourage young men of high school age to take courses of instruction in the field.

"Just seven years ago, according to government statistics, there were only 22,000 students in 22 states taking automotive instruction courses," he said. "According to a survey we have recently completed, such instruction is now given in approximately 900 schools in all 48 states and the territories, with approximately 38,000 enrolled. That figure is total enrollment, in either four-, three- or two-year courses. The yearly graduates, as can be seen, will be a fraction of the total enrollment, not much over the 12,000 or so who will leave the field through death, illness, retirement or transfer to other business."

Bazner added that the government - sponsored apprenticeship program would add only another 10,000 students.

Referring to the NSPA program, the manufacturer reported that all 48 states are cooperating and were seeking help. The program offers detailed plans for setting up shops and instruction and practical help in each area is available.

"Reports from the first states to join with us indicate that as a re-



LOVELY



Ann Miller
co-starring in MGM's
"THE OPPOSITE SEX"
in CinemaScope and Color

a famous actress—famous motor parts

Manley
valve parts

Airchrome VALVES, SPRINGS, GUIDES—and TIMING CHAINS

Manley Valve Corporation, 15th St. & Fairmount Ave., Philadelphia 30, Pa. *Supplier to leading original equipment manufacturers.* District Sales Representatives: Lawrence M. Hirsig Co., Jacksonville; J. S. Connell Co., Dallas.

It's Always "Refinishing Weather" Wherever You Are



with REVOLUTIONARY NEW MARTIN-SENOUR DYTHOL

THE-30-MINUTE-DRY

Automotive Finish

Field-tested and proved for one full year, under all shop conditions, at all temperatures!

Old Man Weather, greatest enemy of modern automotive refinishing, has met his match at last! Under all extremes of temperature and humidity, Martin-Senour DYTHOL gives you finer refinishing than ever before! What's more, with DYTHOL, you can deliver a complete job in *less than one hour!*

This remarkable, fast-drying (20 to 30 minutes) new product combines the *speed of lacquer* with the build, flow and gloss of *enamel*. Much easier to apply. DYTHOL is wrinkle-proof and gives a harder, longer-lasting finish. It does not affect the eyes, nose or throat. Only two coats are needed for a complete job. Now available in 22 popular 1957 colors.

Only New MARTIN-SENOUR DYTHOL Gives You All These Advantages:

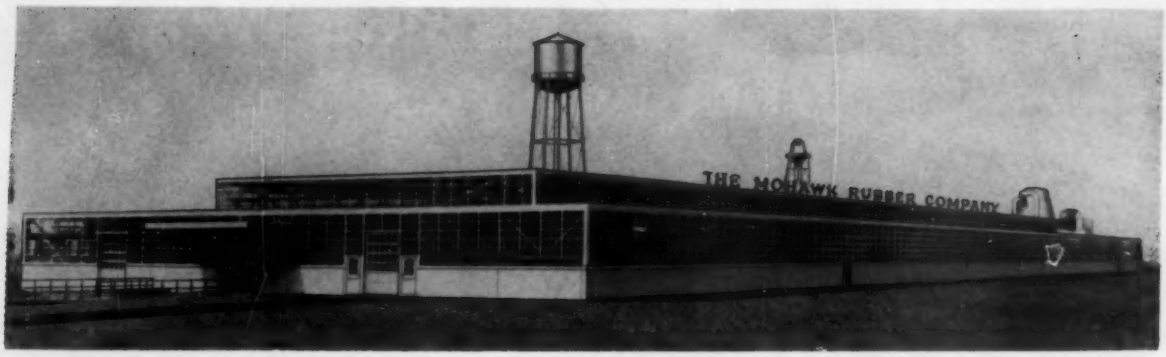
- **No waiting! Dythol requires no tacking between coats, no reflow coat!**
- **Eliminates wrinkling—without additives!**
- **No tie-in or lapping problems!**
- **No excessive reduction (requires only 33-1/3% for all coats)!**
- **Atomizes properly at relatively low pressures (40-45 lbs. at 33-1/3% reduction). Good break-up at low pressures.**
- **No spray dust problem. No offensive odors!**

See your local Martin-Senour jobber for ALL NEW 1957 colors on ALL makes and models

COMPLETE LINE OFFERS 22 different shades to match the most popular 1957 colors.

MARTIN-SENOUR PAINTS

2500 South Senour Avenue • Chicago 8, Illinois



The first two tires manufactured in Mohawk Rubber Co.'s new Helena, Ark., plant—and the first manufactured in Arkansas—were presented to Winthrop Rockefeller and Arkansas' Governor Orval E. Faubus. Situated on a 16.5-acre site, the one-story concrete and steel structure contains 100,000 square feet of floor space. Production will include a complete line of tread rubber for tire retreading and a full range of tires from the smallest passenger tire through 12.00-20 truck tires.

●

sult of our program there has been noted an improvement in both the professional standards of the courses and in the number of students attending," Bazner said.

He said the next phase of the program will concentrate on increasing shop facilities, raising professional standards and the launching of a campaign to get boys interested in the courses.

Referring to a campaign to induce more boys of high school age to take automotive instruction courses, he said:

"We feel that once we have explained to the boys that unparalleled opportunities exist in the automotive field, we can increase attendance dramatically. This is true particularly for the boys who, for various reasons, will be unable to go to college. As mechanics they will be entering a field where, according to the Department of Labor, there is a critical shortage, where pay is higher than in other labor skills."

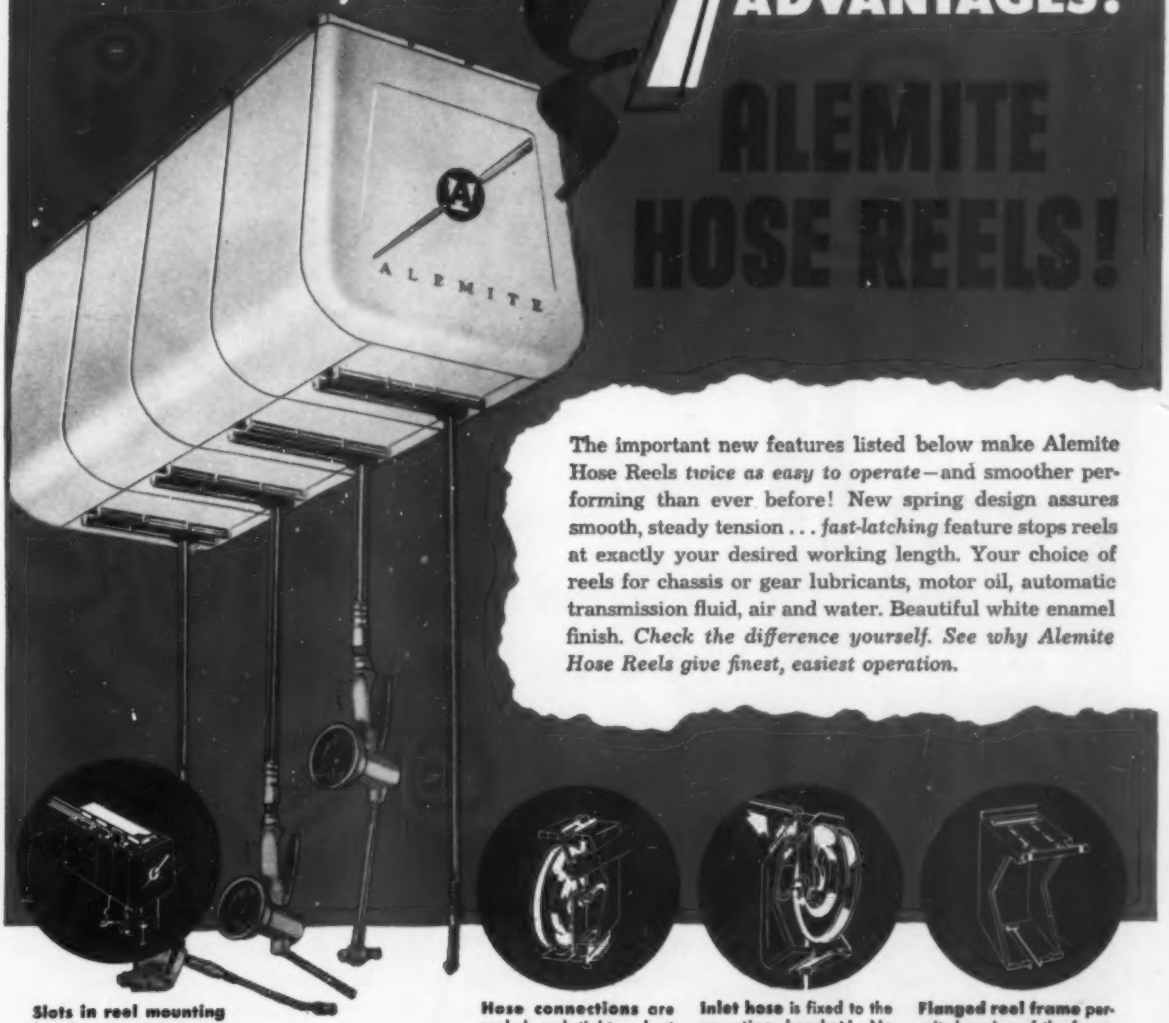
Leesburg, Fla., Picks Brass

J. D. Brass of Triangle Motors Co. (Cadillac-Oldsmobile) has been named president of the Leesburg (Fla.) Automobile Dealers Association. J. E. Boast, Boast Motors, Inc. (Dodge-Plymouth), is vice-president and H. O. Ferguson, Jr., Leesburg Motor Co., Inc. (Buick), is the secretary-treasurer.



Easiest to install... easiest to operate... with **7 EXCLUSIVE ADVANTAGES!**

ALEMITE HOSE REELS!



The important new features listed below make Alemite Hose Reels *twice as easy to operate*—and smoother performing than ever before! New spring design assures smooth, steady tension . . . *fast-latching* feature stops reels at exactly your desired working length. Your choice of reels for chassis or gear lubricants, motor oil, automatic transmission fluid, air and water. Beautiful white enamel finish. *Check the difference yourself. See why Alemite Hose Reels give finest, easiest operation.*

Slots in reel mounting bracket permit piping to reels from any direction to offer your choice of any delivery line installation.

Hose connections are sealed and tightened at the factory. No chance of leakage caused by incorrect assembly. Fast, easy installation!

Inlet hose is fixed to the mounting bracket! No danger of weakening by twisting or stretching. Hose cannot dangle, or bind on swivel.

Flanged reel frame permits hanging of the frame to mounting bracket before bolting. Reel installation is so easy one man can do it!



Self-aligning case ribs assure positive locking and even aligning of cases during installation. Heavy gauge reinforced steel.



Elongated slide track lets you pull reel out of case for all normal maintenance—without removing reel from ceiling!



Service hose can be prewound without removing control valve, swivel, etc. . . . without releasing your line pressure!

Ask your Alemite representative or write for complete information today!

STEWART SW WARNER

ALEMITE

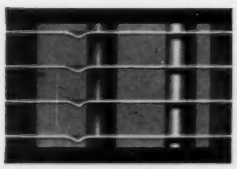
REG. U. S. PAT. OFF.

A Division of

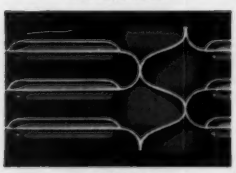
STEWART-WARNER CORPORATION

Dept. M-17, 1826 Diversey Parkway, Chicago 14, Illinois





FIN-AND-TUBE



CELLULAR



TUBE-AND-CENTER

Put sales on ice with

HARRISON CORES!

Harrison quality and availability mean business for you!

You can really net sales with Harrison! First, you've got a huge, pre-sold market with a factory-installed Harrison radiator on every GM car. What's more, Harrison quality—backed by over 46 years' experience—assures you of rugged dependability and such exclusive features as "Whirl-Cool" design. In addition, Harrison's 100% solder bond provides more efficient heat dissipation and structural strength. And every Harrison core is tailored to the individual requirements of the installation. Three surfaces—cellular, tube-and-center, fin-and-tube—permit the engineering selectivity that assures the right core for each application. Any United Motors Service distributor or zone office can fill your order for Harrison cores. Be sure to call *today*, and stock Harrison.

Watch WIDE WIDE WORLD Sundays on NBC-TV

TEMPERATURES MADE TO ORDER

GM GENERAL MOTORS

HARRISON

RADIATOR DIVISION, GENERAL MOTORS CORP., LOCKPORT, N.Y.

of the right automotive bearing and the right bearing service

Roller bearings *look* alike, and it's practically impossible to tell the good from the "not-so-good" until after they're put into a job.

You can always be sure of the right roller bearings for automotive replacement by insisting on the bearings in these boxes

Get the Bower roller bearings you need when you need them from your Federal-Mogul Service jobber. He can give you "on-the-spot" service—he knows automotive problems and can help you when you need help.

THIS BOX IS YOUR GUARANTEE



GET IT FROM YOUR JOBBER

FEDERAL-MOGUL SERVICE

Federal-Mogul Service
(Division of Federal-Mogul-Bower Bearings Inc.)
DETROIT 13, MICHIGAN





Colonial Sales, Inc., a Mercury dealership in Baltimore, Md., went into business last month. Pictured at the opening ceremonies are (l. to r.): Robert Cummings, second vice-president of the dealership; P. W. DeFoe, first vice-president; W. L. Knell, president and general manager, with Noel Nylen and J. Basil Burke, assistant and sales manager, respectively, Washington Mercury District.

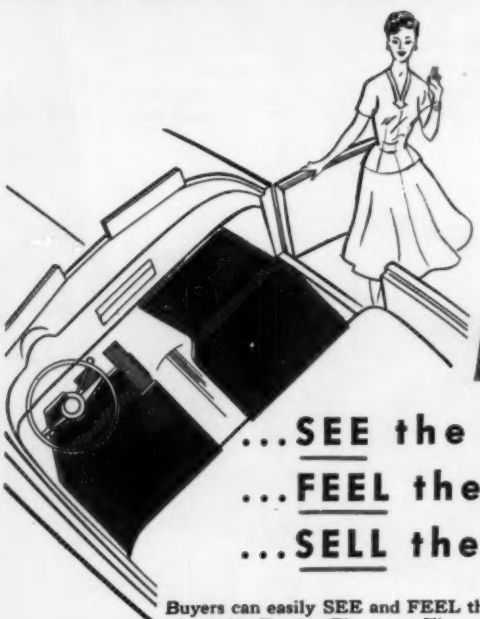
DOUBLE YOUR PROFITS

with the

Feather Flex
QUALITY

MONKEY GRIP
TRIM-FIT TWIN

CAR MATS

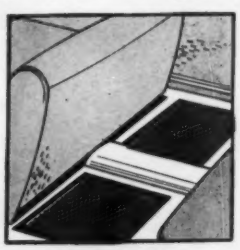


...SEE the difference
...FEEL the difference
...SELL the difference

Buyers can easily SEE and FEEL the higher quality and beauty of genuine Feather Flex mats. They are made from all-new rubber and wear for years without losing their shape or color brightness. Exclusive accelerator heel rest ribs provide comfort and safety. Special non-skid base prevents sliding — keeps mats in place. Other quality features make Feather Flex mats the line for greater profit.

ATTENTION
JOBBERS
RETAILERS
SERVICE
STATION
OPERATORS

COMPANION MATS FOR BACK SEAT AREAS
Designed for either front or back seat floor areas. Matching colors. Sizes for perfect fit.



No matter what brand of "price leaders" you handle, you make greater profit on quality merchandise. Here are the BETTER QUALITY AUTO MATS in which buyers can SEE and FEEL the difference.

Sold through Automotive Jobbers everywhere.
Catalog sheets and sales literature available.

MONKEY GRIP

GET IT FROM YOUR JOBBER

MONKEY GRIP SALES CO.
P. O. BOX 6170 • DALLAS, TEXAS

Texans Spread Yule Cheer To Crippled Children

AGAIN foregoing the usual sending of Christmas gifts, a number of Texas wholesalers presented a Niagara treatment table and paraffin bath to the Hidalgo County (Texas) Crippled Children's Clinic in Pharr, Texas, in the name of customers and friends.

The equipment, which will be used to rehabilitate and save the lives of less fortunate children, was given by Burton Auto Supply, Inc., Weslaco, Brownsville, Raymondville and Harlingen; Burton Bearing & Industrial, Inc., Brownsville, and Burton Auto Electric, McAllen.

Van Norman to Feature Free Training Center

MODERN machine shop techniques in engine rebuilding and the practical operation of a complete brake service shop will be featured in one-week training periods during 1957 by the Van Norman Automotive Equipment Co., Springfield, Mass.

The training center, established with complete facilities of all Van Norman automotive machines at the Springfield factory, is free to automotive wholesaler or fleet shop personnel. Only transportation and lodging must be arranged. Classes are scheduled for April 15-20, May 13-18, Sept. 16-21 and Oct. 14-19.

New "in-the-shop" Power Train Test



Rolls up Big Profits! Saves Time, Labor!

Road-Test RIGHT INSIDE YOUR SHOP using the New Bear *Autorol!*

Realize at last, the Full Profit Potential of your service operation!

Check, adjust everything on the Power Train in the shop, at actual road speeds!

Simplify work on Automatic Transmissions, Carburetion, Ignition Systems, Differential, and many more!

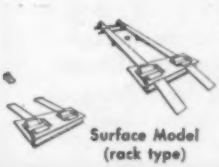
Here's the simplest, fastest, most versatile and economical troubleshooter you've ever had in your shop! Once you try the new Bear *Autorol*, you'll agree that for simplifying automatic transmission testing alone, nothing could take its place at such low cost. Yet, automatic transmission testing is only one of many time and labor-saving power train tests you can make with *Autorol*. By eliminating once-around-the-block time-outs, *Autorol* frees mechanics to do more profitable work. By doing away with drawn out road tests, *Autorol* saves as much as 4 hrs. on certain jobs! By simulating conditions under which customers first noticed their need for service, *Autorol* enables you to get quick, accurate solutions for hard-to-find service troubles. Find out *all* the ways *Autorol* can roll up bigger service profits... ask your jobber for a demonstration, or write for FREE giant-size brochure. Bear Mfg. Co., Dept. S-1, Rock Island, Illinois.

R-1502



Autorol uses the car's own power. Unique wedging action simulates road loads. Automatically aligns wheels on rolls. Quiet and service-free in operation.

BEAR®



Autorol

the much lower cost way to "road test" the entire Power Train!

Copyright 1956. BEAR MFG. CO., ROCK ISLAND, ILLINOIS

Throw away the scouring powder...

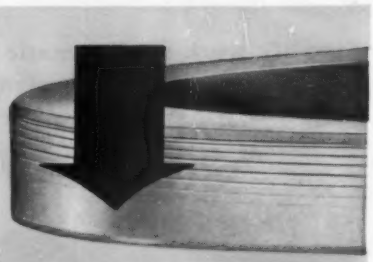


Krome-Oil is pre-seated

Pre-seated Krome-Oil Piston Ring Sets break in fast. No need for scouring powder. They deliver the immediate oil control your customer expects, eliminate costly comebacks.

And Krome-Oil is a full chrome ring set—top groove chrome compression ring, chrome on the side rails of the steel oil ring. Meets all manufacturers' "specs" best for the more than 27,000,000 cars sold since 1951 for which they recommend chrome replacement rings. Many of these cars are in your area—ready, or near-ready, for ring jobs.

Don't forget Krome-Oil's All-in-one Envelope. Holds the rings for one piston in order of installation. No mix-ups, misplaced parts. Saves time.



This is pre-seating

Pre-seating is a factory-applied lapping process equivalent to many hundreds of miles of actual engine operation. Krome-Oil breaks in fast, delivers instant oil control. No costly comebacks.

AMERICAN HAMMERED

AUTOMOTIVE REPLACEMENT DIVISION · 2001 Sanford St., Muskegon, Mich.

Manufacturers of American Hammered Automotive Replacement Piston Rings

A Division of Sealed Power Corporation

BOTHERSOME CUSTOMERS—NO. 2 IN A SERIES



No time at all—

it's a Dry Charge Delco Battery!

You know the type! Battery goes dead; they want a new one that can be installed and rarin' to go in five minutes or less.

Well, now you can sell 'em just that—in the new Dry Charge Delco! The battery that's stored bone dry. The battery that's activated to full, fresh power the *instant* you pour in the electrolyte (which comes in handy, disposable containers for easy storage). No booster charge necessary. It's the battery that can't get old before it's sold!



You can stock Dry Charge Delco batteries in odd sizes, too, stacked atop one another in their rugged new cartons. They'll keep indefinitely, and you'll never miss a sale.

TUNE IN ON TV
"Wide Wide World" spectacular: NBC Network.

ON RADIO
Lowell Thomas Newscast on CBS Network.
See local listings for time and station.

GM GENERAL MOTORS PARTS SALES

GENERAL MOTORS LEADS THE WAY—*STARTING* WITH DELCO BATTERIES



Part of the group which was responsible for the recent sales climb of the new Stylemaster Kar-Rug are shown here at the annual automotive sales meeting of the Wooster Rubber Co. (l. to r.): James Burris, Charlotte, N. C.; James and E. F. Robinson, Richmond, Va.; Edward Corbitt, Miami, Fla., and Ron Lambert, Jacksonville, Fla.

●

Louisiana Santas Give Boosts to Education

FOURTEEN scholarships at McNeese State College is the Christmas gift to worthy young men and women in the area from the Southwest Automotive Wholesalers Association, Lake Charles, La., according to President Jack Hodges.

Conditions governing the scholarships include a stipulation that first consideration in selecting recipients be that the young men or women not only deserve financial aid but are from families engaged in the automotive industry.

Presentation of the fund to the college was made by a group including Association President Hodges, United Service Co., Lake Charles; Vice-President M. J. La Borde, La Borde Auto Supply Co., Sulphur; Treasurer Andy Berry, Berry Brothers, Inc., Lake Charles and Jennings, Secretary N. L. Hutchison, Dimmick Supply Co., Lake Charles; E. E. Bond, Lake Auto Parts Co., Lake Charles and Sulphur; J. M. Willis, Auto Electric Service, Lake Charles, and W. L. Browning, Auto Parts and Machine Co., Lake Charles.

Floridians Reelect Brasington

The Gainesville (Fla.) Automobile Dealers Association has reelected John T. Brasington, B & G Motor Co., Inc. (Cadillac-Oldsmobile), president; T. J. Hawes, Hawes-Powers Motor Co. (Chrysler-Plymouth), vice-president, and E. E. Gable, Poole-Gable Motors (Dodge-Plymouth), secretary-treasurer.

Knoxville Names McCrary

H. C. McCrary, Jr., president of Morton-McCrary Motors, Knoxville, Tenn., has been elected president of the Knoxville Automotive Trade Association, succeeding Roy A. Cruze. Named vice-president was Max Houston, while Allen Ware, Earl Frazier and Brantly Burns were elected directors.

NEW VALVE LIFTER INDICATOR for DETECTION of FAULTY HYDRAULIC LIFTERS





PRICE* $21.00

Permits each Hydraulic Valve Lifter to be checked for proper operation without removal from engine. Saves the shop unnecessary work . . . the customer unwarranted expense.

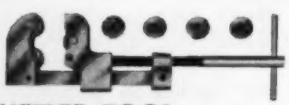
With valve in closed position, Indicator can easily be slid under rocker arm and quickly adjusted. To test simply turn screw with T handle until gauge registers 200 lbs. If pressure falls gradually lifter is functioning properly, if not it should be removed for servicing or replacement. The indicator shows exactly where the trouble is, making it no longer necessary to remove all lifters for testing.



PRICE* $98.00

HOLMES SERVICER for TESTING AND RECLAIMING HYDRAULIC LIFTERS

A New Precision Machine that greatly simplifies servicing of hydraulic lifters . . . even those stuck inside tappet body. Permits all lifters to be taken apart, cleaned and re-assembled in a matter of minutes. Provides accurate leak-down-test before lifters are re-used. Prevents the scrapping of usable parts.



MUFFLER TOOL For quick, easy removal of defective mufflers or tail pipes. Cutting wheels are used for cutting welded assemblies and expander roller for rusted clamp type mufflers. Fits all cars and most trucks. Price $33.00*.

*Prices F.O.B. Chattanooga



UNIVERSAL JOINT TOOL

A simple but effective tool that permits quick disassembly and reassembly of universal joint. Snap rings are easily removed and bearing pressed out or reset in yoke without the usual danger of damage to parts. Tool can be used either under car or in shop vise. Price $19.00*.

Order from your jobber *Or Write Factory Direct*

ERNEST HOLMES COMPANY

2505 EAST 43rd STREET CHATTANOOGA 7, TENN.





EVERY part is there in the PERMITE line

Yes, with Permite you have all needed parts in *one* line! The valves, the pistons, the pins, the bearings, the water pumps, the bolts, the suspension parts, the spring shackles . . . all the parts you need for engine or chassis overhaul are supplied in the complete Permite Line of Original Equipment Parts.

And Permite's greatly expanded production and service facilities in support of the Permite nation-wide distribution system make Permite Parts always AVAILABLE—when you want them —for all makes and models of cars, trucks, buses, tractors.

Just phone your nearby Permite Distributor.

- Valves
- Valve Guides
- Valve Parts
- Pistons
- Piston Pins
- Pin Bushings
- Cylinder Sleeves
- Sleeve Assemblies
- Engine Bearings
- Water Pumps
- Ball Joint Suspension
- King Bolt Sets
- Tie-Rod Ends
- Suspension Parts
- Spring Shackles

ALUMINUM INDUSTRIES INC., Cincinnati 11, Ohio

original equipment **Permite parts**

the complete engine and chassis line



Zone school instructors stationed at the 30 General Motors Training Centers have scheduled classes at these key locations for instructing Chevrolet dealership mechanics in the service and maintenance of the new Turboglide automatic transmission. Preparatory to conducting these classes, the zone instructors attended a special course in Detroit. Here a group of zone school instructors looks on while a part of the Turboglide unit is explained by G. G. Young, (second from left) chief school instructor of Chevrolet's service and mechanical department. Others are (l. to r): Noel L. Johnson, Atlanta, Ga.; W. C. Coffron, Charlotte, N. C., and C. J. Stremick, Cincinnati.

Now **Perfect Balance on Heavy Equipment at Top RPMs**



Racing car owners have long relied upon Standard to provide perfectly balanced assemblies of crankshafts, pistons, connecting rods, and flywheels. Now our enlarged plant and new equipment permit us to offer the same service to heavy truck, bus, and tractor unit owners — to provide far better performance and longer service.

Standard's equipment includes ultra-sensitive Dynamic Balancers and "Shadowgraph" Scales *which will record the weight of one-half a cigarette paper.*

Standard's Balancing Service is worth many times its cost. We will be glad to give you full information.

Standard Crankshaft and Hydraulic Co., Inc.

117 Southside Drive, Charlotte, N. C., Phone EDison 3-5122

Ford Moves in Missouri In 24-Hour Time Loss

WITH the loss of only 24 hours of scheduled production, Ford Division's entire Kansas City assembly operation has been moved by truck convoys to its new plant located in Claycomo, Mo., 12 miles away.

The move from the industry's oldest car assembly plant to one of the newest and most modern in the world boosted Ford's output there from an average of 336 cars and trucks a day to about 432 units in an eight-hour day. In addition, the new plant can build a complete line of 23 models, including the new Ranchero and retractable hardtop. In contrast, the 44-year-old Kansas City plant produced only five models in the 1957 Custom and Custom 300 series.

Nearly 2,200 employes were involved in the move into the 1,340,000-square-foot Claycomo plant, which has almost three times the floor space and 12 times the acreage of the plant it replaces.

N. A. Carter Retires From Fruehauf Post

N. A. CARTER, Sr., for three decades a truck-trailer manufacturer and for the last five years vice-president of Fruehauf Trailer Co., retired Jan. 1. President Roy Fruehauf said Carter would continue as a consultant.

Regarded as a pioneer in highway transportation, Carter founded the Carter Mfg. Co. in Memphis, Tenn., in 1924. In 1947 the company became a part of the Fruehauf Trailer Co. and Carter was named manager of the Memphis plant. Truck-trailers manufactured there continued for a number of years to bear the nameplate "Fruehauf Carter."

Carter entered the automobile business in 1912, selling Buicks and Dodges. In 1918 he opened a Ford dealership in Earle, Ark., which he operated for nine years. He left the dealership to organize Carter Mfg.

Pontiac Offers 317hp

Primarily for stock car competition enthusiasts, Pontiac Motor Division is offering an extra-horsepower engine developing 317hp. Employing the new triple two-barrel carburetor system, the engine is available with either Synchromesh or the Hydra-Matic transmission.

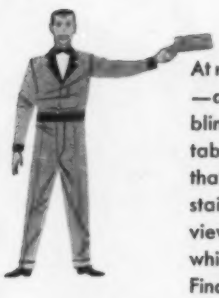
Greater visibility, less glare

with

GUIDE "VIEW-FINDER" MIRROR!



Night or Day, a flick of your finger Automatically places mirror in correct viewing position!



Night or day, a flick of your finger, the glare's gone—the view remains! At night, with Guide's new "View-Finder" mirror, you place the tab on "Night" —*automatically* you have clear, comfortable nighttime vision! No more blinding headlight reflection from traffic behind you! Daytime, place the tab on "Day"—you have a full, undistorted view of the road behind! And that's only part of the "View-Finder" mirror's beauty! Compact new stainless steel design takes less windshield space, still provides same wide-view mirror area. This adds nearly ten per cent more forward visibility, which means greater safety and convenience for you. The Guide "View-Finder" rear view mirror is available *now*, at General Motors dealers.

GM GENERAL MOTORS

Guide Lamp... BRIGHTEST NAME IN LIGHTS

GUIDE LAMP DIVISION • GENERAL MOTORS CORPORATION • ANDERSON, INDIANA


ORIGINAL EQUIPMENT SERVICE PARTS
Delco-Remy
GM
1938330
DELCO-REMY CONTACT SET

DELCO-REMY ANNOUNCES NEW PREASSEMBLED IGNITION CONTACT SETS IN MOISTURE-PROOF FOIL PACKAGES

Now, new convenience, efficiency and sales appeal have been added to the quality features of Delco-Remy ignition contact sets. Preassembled, precisely adjusted and aligned, the new sets make installation easier and faster—assure top contact performance. And, what's more, each new set is enclosed, with instructions, in a trend-setting new package wrapped in *moisture-proof*, heat-sealed metal foil. These colorful, distinctive new packages stack neatly on the shelf, are easily identified, and assure the customer factory-fresh merchandise.

Specially developed to simplify service on hard-to-get-at distributors these convenient new Delco-Remy contact sets offer these important advantages:

1. Completely assembled unit for easier, quicker installation.
2. Precision spring adjustment and point alignment assure top contact performance.
3. Securely attached breaker spring holds adjustment during installation.
4. Patented plastic "point-holder" protects contact surfaces, maintains rigid alignment until installation is complete.
5. New moisture-proof, heat-sealed foil package protects contacts from dirt and oxidation—is easy to stock, identify, and *sell*.

Always replace with Delco-Remy contact sets when you service Delco-Remy equipped cars and trucks. They're the only ones with all the original equipment features. Available from your car or truck dealer or the United Motors System.

DELCO-REMY • DIVISION OF GENERAL MOTORS • ANDERSON, INDIANA

GM GENERAL MOTORS

GENERAL MOTORS LEADS THE WAY—STARTING WITH

Delco-Remy

ELECTRICAL SYSTEMS

Dealers Go West

(Continued from page 41)

committee; Arthur Haas, president of Downtown Chevrolet Motors, Inc., Cleveland, Ohio, and George R. Ranes, DeSoto-Plymouth dealer from Dallas, Texas.

Afterwards, Ferris Miles, a Dodge-Plymouth dealer in Redwood City, Calif., will head a panel discussion on service and parts operation. Panel members will be: Paul A. Schamp, service manager, Van Ness Auto Sales (Oldsmobile), San Francisco; Parker Adams, service manager, Les Vogel Chevrolet, San Francisco; William Stahl, Packard dealer, Monterey, Calif.; Lynn Ball, partner and service manager, Dana-Frane (Dodge-Plymouth), Oakland, Calif.; Earl A. Reichert, sales manager, Factory Motor Parts, San Francisco, and Helen Sachs, Sachs and Sons, (Mercury - Lincoln-Continental), Downey, Calif.

Sunday — Jan. 27: Fred J. Fletcher Motor Co. of San Jose, Calif., will be moderator at a 2:15 p.m. panel discussion on ways to improve service traffic in dealerships. Other panel members will be Vern Richards, service manager at Val Strough Chevrolet Co., Oakland, Calif.; John H. Eagal, Jr., vice-president of John H. Eagal Co., Stockton, Calif., and C. P. Robinson, service manager at J. E. French Co., San Rafael, Calif.

Convention theme will be "Serving the Public—Key to Success."

Lawrence Welk's "Champagne Orchestra" will present an evening of music and fun through the

Carl E. Fribley (at top below), a Cadillac-Pontiac-GMC dealer of Norwich, N.Y., is president of the 30,000-member NADA. George Ranes (center below), a DeSoto-Plymouth dealer of Dallas, Texas, will address the service session Saturday, Jan. 26, on "How to Check References on Mechanics' Applications." John H. Nash, Jr. (at bottom), Chevrolet dealer of Austin, Texas, will speak Monday morning, Jan. 28, on "The NADA Young Executives Group."







You'll bag

MORE BRAKE LINING



with the **WORLD**



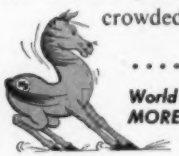
When the car's still new and shining—That's the time for "PF" Lining

It takes both DRY-MIX and WIRE-BACK to do "right" by every job

Some cars need dry-mix and some cars need wireback. Get both from *one source*, your World Bestos distributor! With World Bestos "Prescribed Friction" (dry-mix) and World Bestos "Grid Lock" (wireback) you always have the right lining for every job that comes in the shop!

Let's Look at World Bestos Prescribed Friction (PF) Sets

This is your A-Number-One passenger car brake lining! "PF" Sets are built for *safe driving* in today's crowded, high-speed traffic.

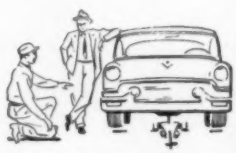


World Bestos gives all cars MORE STOPPING POWER

Seven Frictions Used

"PF" Sets are made up from combinations of seven different friction formulas. They're engineered to supply the most favorable combination of stopping power, fade control and long life for each type of passenger car and brake system.

Brother, with "PF" Sets your brakes are better than new!



courtesy of Dodge Division in the auditorium Sunday at 8:45 p.m.

The convention's opening session, following the service clinics as usual, will be held Monday morning. Events for Jan. 28-30 will include:

Monday morning—Address on "The NADA Young Executives Group," by John H. Nash, Jr., Chevrolet dealer of Austin, Texas, and an address by President George S. Romney of American Motors.

Monday afternoon (with Frederick M. Sutter of Columbus, Ind., the first vice-president, presiding) —Addresses by John Gaunt, vice-president, First California Co., Los Angeles; Del Wakeman, Del Wakeman Advertising, San Francisco, and Henry Ford II.

Tuesday morning—Addresses by Dr. Ralph S. Alexander of the Graduate School of Business, Columbia University; S. T. Harris, vice-president, marketing, Texas Instrument Co., Dallas, Texas, and Harlow H. Curtice, president of General Motors.

Tuesday afternoon ("Truck Day" session) — Addresses by Millar White, Tulsa White Truck Co., Tulsa, Okla.; Dr. G. Herbert True, College of Commerce, University of Notre Dame, and John L. McCaffrey, chairman of the board of International Harvester Co.

Tuesday night—Convention ball.

Wednesday morning—Addresses by Elson G. Sims (Ford), Vincennes, Ind.; Stanley Pressler (Oldsmobile), Bloomington, Ind., and L. L. Colbert, president of Chrysler Corp. The 1957 officers will be introduced (with Frederick M. Sutter, Dodge-Plymouth dealer of Columbus, Ind., expected to move up from the first vice-presidency). Allan C. Mims (Ford) of Rocky Mount is the treasurer.

Wednesday afternoon—Addresses by Fleet Admiral Chester W. Nimitz, U.S.N., and Frederick J. Bell, executive vice-president of NADA.

Wednesday night—1957 NADA revue.



Executive vice-president of the dealer association is this Virginian, Frederick J. Bell, who was born in Norfolk and retired from the Navy in 1948 as a rear admiral.

Four Southern Firms Sign for Chrysler

FOUR new southern firms have signed Chrysler dealer agreements, according to C. E. Briggs, vice-president in charge of sales, Chrysler Division. They are:

Callaghan Motor Co., Alexander City, Ala.; Duncan Motor Co., West Jefferson, N. C.; Cecil Motor Co., Harrison, Ark., and Jim Clark Motors, Lawrence, Kan.

Greensboro Dealers Name Jones

Elected president of the Greensboro (N. C.) Automobile Dealers Association is J. L. Jones of North State Chevrolet Co. Vice-president is R. E. Beck of Beck Motors and William B. Ingram, Jr., of Bill Ingram Motors is secretary.

BUSINESS—

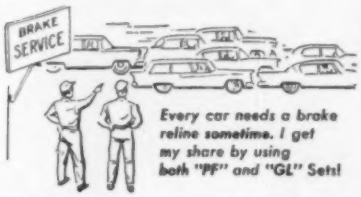
BESTOS Double Barreled Program!





But for brakes all loose and worn—"GL" Wireback Sets were born!

ping power with extra long wear. With both "PF" and "GL" you make the most of every profit opportunity in the brake relining business!



Every car needs a brake reline sometime. I get my share by using both "PF" and "GL" Sets!

Older Cars need WIREBACK —World Bestos "GL", that is!

World Bestos "Grid Lock" Sets are top grade wireback segments packaged 4 to a carton for all popular cars and light trucks. A resilient lining for older cars with worn brake parts.

"Controlled Friction" means Safer Stops, Longer Wear

World Bestos "GL" supplies "controlled friction" characteristics for maximum stop-

DON'T MISS BUSINESS...

Go after it with Both Barrels! Mail this coupon today for full details . . .

WORLD BESTOS, New Castle, Indiana

Please send me full information on your double barreled "PF" and "GL" brake relining program for more business!

Name_____

Address_____

City_____ State_____

HELPFUL BOOKLETS FREE!

On this and the following pages is an excellent selection of free Automotive literature. List numbers of those desired on the coupon and mail to SOUTHERN AUTOMOTIVE JOURNAL.

101 WRITE FOR CURTIS LITERATURE ASSEMBLY KIT C-6—Gives full information on Curtis Air Compressors, Curtis Car Washers and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kienlen Avenue, St. Louis 20, Mo

102 MODEL NUMBER INTERCHANGE—Handy reference sheet with complete listing of all passenger cars by model number interchangeably with model name. Saves look-up time by including car model data not found elsewhere. Useful as a supplement to every automotive parts catalog. Kem Mfg. Co., 20-21 Wagaraw Rd., Fair Lawn, N. J.

104 VENTILATED CUSHIONS: — Full merchandising program on Kool Kooshions, including handsome wire display rack, 4-page full color catalog, other advertising on complete Kool Kooshion line. Kool Kooshion Mfg. Co., Oklahoma City, Okla.

105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross sertion drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

106 CAP MERCHANDISER—How to increase profits by use of radiator and gasoline cap Merchandiser. The space saving Merchandiser saves you time and money while increasing sales and profits. Ask for detailed information. Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

107 THERMOID HYDRAULIC BRAKE PARTS MANUAL—A 16-page manual in simple language with illustrations. Descriptions of servicing, bleeding and flushing procedures are set forth, also instructions on rebuilding master and wheel cylinders. Brake fluid requirements are listed and hydraulic brake system operation is explained. This new manual, Form No. HBP-100 is companion piece to Thermoid Brake Service Reference Book. Thermoid Co., Dept. R, Trenton, N. J.

108 1956 EDITION OF 12 VOLT ELECTRICAL EQUIPMENT FOR PASSENGER CARS—Contains description of 12-volt automotive electrical equipment used on 1956 model cars, giving special emphasis to the new external adjustment type distributor and the enclosed shift lever type cranking motor. Recommendations for periodic servicing, checking and adjusting of the charging, starting and ignition systems are discussed. Special section devoted to trouble shooting of 12-volt electrical equipment. Technical Literature Section, Delco-Remy Div., Anderson, Ind.

109 AMMCO BRAKE SERVICE, ENGINE REPAIR, AND HONING TOOLS AND EQUIPMENT—Catalogs, describing the Ammco line of brake drum lathes, brake shoe grinders, brake drum micrometers, brake shoe setting gages, brake hones, brake bleeders, brake safety checking instruments, pin fitting honing machines, small bore hones, cylinder hones, cylinder surfacing hones, ridge reamers and torque wrenches. Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Ill.

110 HEAVY DUTY AUTOMOTIVE AIR TOOLS—Complete details including prices on heavy duty air Impactools and accessories, tire service tools and IMPACutter. Proof of time, labor, and money savings on many automotive service jobs. John K. Uhler, Ingersoll-Rand Co., Phillipsburg, N. J.

111 SELECTION GUIDE OF SPECIALIZED LUBRICATION TOOLS—Set up in chart form covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form No. 38-808. Alemite Div., Stewart Warner Corp., 1826 Diversey Parkway, Chicago 14, Illinois.

113 TIMING LIGHT MANUAL—20 page booklet gives full operating instructions for the three Auto-Test timing lights. Includes information about service and repair of light as well as the warranty offered by Auto-Test, Inc., 600 S. Michigan Ave., Chicago 5, Ill.

114 32 REASONS FOR OIL CONSUMPTION—An easy-to-use, indexed corrective manual listing 32 major oil consumption problems and remedies. Informative, illustrated, prepared by one of the top technical staffs in this field. Write — Oil Consumption Booklet, American Hammered, 2001 Sanford Street, Muskegon, Mich.

116 TOOLS FOR AUTOMATIC TRANSMISSION SERVICE—Tools and illustrated instructions for servicing Olds, Cadillac, Pontiac, Lincoln, Nash, Hudson, Kaiser, Frazer, Ford, Mercury and Chevrolet automatic transmissions are shown in a catalog supplement offered by Blackhawk Hand Tools, New Britain, Conn.

118 BRAKE SERVICE GUIDE—Complete instructions for inspecting, flushing and bleeding the brake system. Handy trouble check chart. Write for Bulletin HU-411. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

119 RAMCO SERVICE MANUAL—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

121 OIL FILTER CARTRIDGE INSTALLATION MANUAL—Gives step by step instructions for easier oil filter service on all cars through 1956. Lists crankcase capacities, tools required, plus handy cross reference chart. Wix Corp., Gastonia, N. C.

122 TIRE RETRUING—An illustrated bulletin about this newest extra profit service. Describes Bear "On-A-Car" Service which makes possible tire retruing right on-the-car. Explains method using most advanced truing principle. Bear Mfg. Co., Dept. SAJ, Rock Island, Ill.

123 AERO-SEAL HOSE CLAMPS—An illustrated 4-page folder giving clamp ranges, mechanical information, engineering data, stock numbers, packaging, etc. Breeze Corps., Inc., 700 Liberty Ave., Union, N. J.

125 STANDARD DUTY GENERATOR REGULATORS — A 16-page 8½ x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

127 HYDRAULIC BRAKE FLUID SERVICE — HOW TO CHECK, DRAIN, FLUSH, REFILL BLEED—Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17H. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

129 AUTOMATIC TRANSMISSION SERVICE TOOLS—Illustrated Catalog Supplement showing use of tools for Olds, Cadillac, Pontiac, Lincoln, Nash, Hudson, Kaiser, Frazer, Ford, Mercury and Chevrolet automatic transmissions. The New Britain Machine Co., New Britain, Conn.

130 VALVE CATALOG—A new 166 page catalog of valves, valve guides, valve seats, valve openings and other valve components is offered by Rich Mfg. Corp., Battle Creek, Mich.

132 AUTOMOTIVE SERVICE GUIDE—A practical and factual presentation of the use of Impactools in automotive servicing. Contains time study reports showing how dealers and shops can increase profits for both themselves and their mechanics. Automotive Service Guides are now available for Ford, Chevrolet, Plymouth, Oldsmobile, Hudson, Studebaker, and General truck service. Specify which Guides you want. John K. Uhler, Ingersoll-Rand Co., Phillipsburg, N. J.

133 CATALOG NO. 56—Features more than 500 Champ-Items automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134 STREAMLINER CATALOGS on Moog Coil action front end parts, coil springs, chassis parts and electrically heat-treated springs for cars and trucks. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.

135 WHEEL WEIGHTS—Colorful catalog describes eight types of balance weights covering 74 sizes. Also lists weight tools for application and removal of weights. Snugl Wheel Weight Mfg. Co., Kokomo, Ind.

137 DELCO-REMY ELECTRICAL SERVICE—A 20-page 8½x11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures). A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

138 PLUG CHEK—A colorful wall banner showing condition of spark plugs under various driving conditions. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Toledo 1, Ohio.

139 AIR COOLED ENGINE VALVES—A complete 8 page and cover catalog of valves for air-cooled engines and locks, first offered by any replacement valve manufacturer. Lists replacement valves for leading manufacturers of engines used for powering lawnmowers, garden tractors, mixers, conveyors, pumps, combines, industrial engines, refrigeration units. Rich Mfg. Corp., Battle Creek, Mich.

140 PRESSURIZED COOLING SYSTEM Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

141 NEW PISTON RING CATALOG and full Power Story on Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., 6651 Easton Ave., St. Louis 14, Mo.

143 TRUCK SERVICE GUIDE—32-page bulletin gives the truck service shop accurate time and cost comparisons in doing a number of common service jobs by hand and with air and electrir power tools called Impactools. With this guide, a truck service shop can evaluate more accurately its present service equipment and determine in advance the actual savings that it may expect through using Ingersoll-Rand air and electric Impactools. Ingersoll-Rand Co., 11 Broadway, New York, N. Y.

144 RADIATOR SERVICING EQUIPMENT—A new 48 page book "Blueprint For Profit" explains big profits servicing radiators, explains the Inland method, illustrates and describes Inland equipment, free factory training school, payment plan, etc. Inland Mfg. Co., 1108 Jackson St., Omaha 2, Nebraska.

145 UPHOLSTERY CLEANER FOR AUTOMOBILES—Illustrated 4 page catalog, which gives full information about Jensen's Special Auto Upholstery Foam and how it can profit jobbers, car dealers, and service stations sent with free promotional material. Jensen Products, 4119 Broadway N.E., Knoxville 17, Tenn.

147 NEW LIGHTING SPECIFICATIONS BOOKLET—Illustrated 12 pages lists all the new American Trucking Association recommendations. Gives uniform specifications for wiring and lighting of commercial vehicles. Write to Signal-Stat Corp., 523 Kent Ave., Brooklyn 11, N. Y.

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153 SERVICE MANUAL FK SPARK PLUGS and how to properly service them is completely described in the new **SERVICE MANUAL** No. 7K now offered by Champion Spark Plug Co., 900 Upton St., Toledo, Ohio.

154 BLUEPRINT FOR PROFIT — A booklet with case histories of dealers and shops who have increased profits servicing radiators. Information about necessary equipment, tools and supplies needed to set up. — Inland Mfg. Co., 1108 Jackson St., Omaha 2, Neb.

159 CONNECTING ROD RECONDITIONING—bulletin for automotive shops describing a new simplified method of grinding and honing connecting rod caps and bearing bores. It gives operation details and full information about the new model 125 Rodmaster connecting rod grinding and honing machine. The new machine tool fits in small space on a bench and is fast and accurate. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

164 AIRTEX FUEL PUMPS—New and rebuilt fuel pumps. Catalog AX-70. Airtex Automotive Div., Inc., Fairfield, Ill.

165 NEW LINE OF MANLEY WRECKERS—Catalog describing the new line of wreckers from 3-ton to 10-ton capacity. Completely new. Many new features. Write for catalog. Manley Division, American Chain & Cable Co., Inc., York, Pa.

166 CYLINDER HEAD STOCK REMOVAL CHART—a handy pocket size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

167 TOOL CHEST BULLETINS — Descriptive literature of the Huot tool chests and cabinets including the Huot Porta Cab designed for you to have rolling storage for tools. Huot Mfg. Company, 587 N. Wheeler St., St. Paul 4, Minn.

168 CRANKSHAFT GRINDER MANUAL a colorful 8-page manual containing engineering, construction and operation details of the new Storm-Vulcan model 15-A Crankshaft Grinder. It is well illustrated for easy understanding, and describes fully the special features and advantages of the new 15-A Crankshaft Grinder designed for fast production and precision. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

169 ADVANTAGES OF FILT-O-REG COMBINATION FUEL PRESSURE REGULATOR-FILTER— on every gasoline engine. Solves carburetor troubles caused by excessive fuel pump pressure. Explained in a new bulletin. Write Alondra Sales, Inc., 950 Crenshaw Blvd., Los Angeles 19, Calif.

173 HYDRAULIC PARTS — Complete master catalog of the complete line of Eis hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stoplight switches, brake-master and wheel assemblies. Information complete up to 1954. Eis Automotive Corp., Middletown, Conn.

180 THE LAMSON NO. 56-A AUTOMOTIVE CATALOG — Completely revised, illustrated reference book of fasteners used daily by automotive maintenance men including Plated Cap Screws and Nuts, Brass Nuts, Expansion Plugs, Assortments, Brake Lining Fasteners, Bumper Bolts, Tapping Screws, Flat and Lock Washers, Truck Wheel Studs, Stove Bolts, Cotter Pins and many other items. List prices, dimensions and carton quantities are given. Lamson & Sessions Co., 1971 W. 85th St., Cleveland 2, Ohio.

185 SERVICE ENGINEERING BROCHURE—A new brochure comprised of 14 Service Engineering articles covering oil consumption problems, ring problems, oil control problems peculiar to the modern high compression-high vacuum engines, piston and piston ring nomenclature and several articles on scuffed rings and how to avoid scuffing and scoring. Perfect Circle Corp., Hagerstown, Ind.

186 AUTO LITE BATTERY SERVICE MANUAL— An authentic reference and guide for everyone interested in testing and servicing automotive storage batteries. Simply written and thoroughly illustrated, it is so complete in its coverage of the subject that service men and fleet operators will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 931, Toledo, Ohio.

192 DOPE SHEET—Tells how to get best results from Arco 45, fast air-dry enamel. Proper application methods are discussed to assure excellent product performance. The Arco Co., 7301 Bessemer Ave., Cleveland 27, Ohio.

193 WIRE & CABLE CATALOG — A condensed catalog of electric wire and cable, complete with specifications for all passenger cars. The Electric Auto-Lite Co., Toledo 1, Ohio.

195 NEW CATALOG material on Yankee's fender or body mounting mirror line. Locking mirror heads are featured, as well as new painted Pacesetters and 24 Karat Gold Plated Pacesetters. Ask for catalog sheets 56001-4. Kalamazoo punched for filing. Yankee Metal Products Corp., Norwalk, Conn.

197 SPARK PLUGS — Condensed four page specification folder for passenger cars, including 1956 models. The Electric Auto-Lite Co., Toledo 1, Ohio.

209 EXTRA PROFITS WITH STEAM CLEANERS — 20 page booklet showing several models of Hypressure Jenny steam cleaners, and illustrating many profitable usages of equipment in automotive and allied industries. Also folder on Cooling System Maintenance. Hypressure Jenny Div., Homestead Valve Mfg. Co., P. O. Box 342, Coraopolis, Penna.

210 COLUMBUS SHOCK ABSORBERS —Now available, 16 page "M. O." booklet (Method of Operation) designed to show how average dealer can make $1000 a year selling Columbus shock absorbers. Heckethorn Mfg. & Supply Co., Littleton, Colo.

214 THE WHYS AND HOWS OF VOLTAGE REGULATORS — Explains in simple language, every detail of Voltage Regulators — how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

215 LAHER CATALOG PAGE — Both sides feature passenger car overloads and booster springs. Includes specifications and price. Laher Spring & Tire Corp., 300 Madison Ave Memphis, Tenn.

216 "BEHIND THE SCENES"—Facts and figures on how heavy duty ignition parts differ from others and why they are needed. "Behind the Scenes" describes how long life, peak performance are built into heavy duty ignition parts. Written in non-technical language. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

219 HOMESTEAD HOISTER — Folder describing truck and auto front-end lifts, showing many applications of combining speed and safety. Homestead Valve Mfg. Co., P. O. Box 348, Coraopolis, Penna.

220 1956 LASCO BRAKE SHOE APPLICATION CATALOG—complete listing of brake shoe number, F.M.S.I. number, year, make and model of automobile. Available upon request. Laher Spring & Tire Corp., 300 Madison Ave., Memphis, Tenn.

222 "WHAT PRICE QUALITY" — Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

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227 FUEL PUMP TROUBLE SHOOTING — Clearly describes and illustrates correct procedure for testing fuel and vacuum pumps, and how to use properly a fuel pump pressure gauge. Four page pamphlet also includes complete fuel pump pressure specifications and car application data. Kem Mfg. Co., 20-21 Wagarew Rd., Fair Lawn, N. J.

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237 **NEW MODEL 510 CRANKSHAFT GRINDER** — A 2-page informative bulletin just published by Lempco Products, Inc. Complete with illustrations, dimensions and reference data on this low-cost, precision crankshaft grinder with outboard counterbalancing. Write Lempco Products, Inc., Dunham Road, Bedford, Ohio.

257 **RUBBER PRODUCTS** — A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Doan Mfg. Co., 1725 London Road, Cleveland 12, Ohio.

262 **OIL FILTER SELLING AIDS** — Wix-O-Matic the guide to extra profits in oil filter service sales. A revolutionary merchandising concept featuring minimum, controlled inventory, guaranteed sales, perpetual stock control, Dial-O-Matic cartridge selector, cartridge installation charge guide, dealer franchise, plus choice of two eye-catching, money making merchandisers — floor cabinet or wall rack. Ask for brochure giving complete details. Wix Corp., Gastonia, N. C.

267 **AUTOMOTIVE BEARINGS** — Catalog 50-CB — a 68 page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bronze Co., 540 S. Mills St., New Castle, Pa.

304 **ILLUSTRATED FOUR-PAGE COLOR FOLDER** — Showing the operation and construction features of the new Storm-Vulcan Turbo Blast, a parts and motor block cleaner, with handy specification table. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 9, Texas.

305 **KOTAFIN CRANKSHAFTS INCREASE BEARING LIFE** — A new service booklet, "Stop Bearing Failures," for the benefit of users of reconditioned crankshafts. Booklet clearly shows the cause of most early bearing failures, and how the KOTAFIN process prevents them, also lengthens bearing life. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 9, Texas.

314 **WAGNER BRAKE PARTS CATALOG**—A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as CoMaX bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6962 Plymouth Avenue, St. Louis 14, Missouri.

315 **BETTER IGNITION** by Delco-Remy —16-page 8½x11-inch booklet covering theory, operation and maintenance of Delco-Remy Ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.

320 **NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT**—Features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesmen's catalogs. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 9 Texas.

334 **"STYLENGINEERED LUBRICATION DEPARTMENTS"** — 32 page booklet describing and illustrating various size lubrication departments and the combination of equipment for most efficient and economical operation dependent on available floor space. Lincoln Engineering Company, 5708 Natural Bridge Avenue, St. Louis 20, Missouri.

335 **POWER AND MANUAL LUBRICATION IN THE FIELD** is fully described in Lincoln Engineering Company's new catalog No. 74. Catalog contains all newest types of grease guns, fittings and accessories for fast, clean, economical lubrication of farm machinery. Lincoln Engineering Company, 5708 Natural Bridge Ave., St. Louis 30, Mo.

336 **NEW FILKO IGNITION PARTS CATALOG** — Big 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F. & B. Mfg. Co., 4248 W. Chicago Ave., Chicago 51, Ill.

338 **AUTO LAMP SERVICING GUIDE** —Illustrated and handy reference with replacement charts and instruction for aiming, adjusting, focusing, installing and servicing trucks and auto lamps. Also complete information on servicing directional signal flashers. Tung-Sol Electric Inc., 95 Eighth Ave., Newark 4, New Jersey.

340 **OIL, AIR, FUEL AND WATER FILTERS** — Valuable information on oil, air, fuel and water filters. Complete selection of material to help you sell, install and service filters. Fram Corporation, Providence 16, R. I.

341 **SERVICE MANUAL FOR AUTOMATIC TRANSMISSIONS** — Details and illustrations for checking level and changing fluid on Hydra-Matic, Dynaflow, Power Glide, Ultramatic, Chrysler Fluid Drive and Hudson Wet Clutch. The Bell Co., Inc., 411 N. Wolcott Ave., Chicago, Ill.

345 **HYDRAULIC BRAKE WALL CHART** — Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinder repair kits, stop light switches and brake hoses. Els Automotive Corp., P. O. Box 701, Middletown, Conn.

361 **NEW "QUICK REFERENCE" GASKET CATALOG** — Complete, easy-to-find listings of Fel-Pro Gaskets for practically all makes and models of cars, trucks, tractors, buses, etc. New cataloging style makes gasket selection simple and easy. Write for your free copy today. Felt Products Mfg. Co., 1508 Carroll Ave., Chicago 7, Ill.

363 **MOTOR LIFE EXTENSION** — A Tune-Up Digest plus periodic service bulletins on Fuel Pump testing & maintenance, Voltage Regulators and Ignition tune-up. Descriptive information on Fuel Pumps with the Lifetime Bunalon Diaphragm, Fuel Filters and Ignition Parts. Motor Life Extension Institute c/o Kem Mfg. Company, 20-21 Wagaraw Rd. Fair Lawn, N. J.

370 **EMEROL MFG. CO.** — Complete printed information on entire line: Marvel Mystery Oil, Marvel Inverse Top Cylinder Oiler, Hi-Rev Motor Tune-Up Oil. Shown uses, prices, description, dealer information. Emerol Mfg. Co., 242 W. 69th St., N. Y. 23, N. Y.

383 **TIME SAVING ELECTRIC IMPACTOOLS** — Price list, complete details on electric Impactools, sockets and accessories, and twelve multipurpose uses where Impactools can save up to 90% of time required by hand methods. John K. Uhler, Ingersoll-Rand Co., Phillipsburg, N. J.

387 **HIGHWAY SAFETY EQUIPMENT** —A two color twelve page presentation of the entire Anthes line. Includes the new Anthes Mirrors and Stop Lites. All items are clearly described and plainly numbered with carton packing and shipping weight. Kalamazoo punched. Write for your supply. Anthes Force Oiler Co., Fort Madison, Iowa.

407 **A B C's OF SAFE PROFITABLE TIRE SERVICE**—A 24 page book just published by Bowes "Seal Fast" Corp. Complete with illustrations and how-to-do-it instructions. Outlines latest tube and casing repair techniques as well as reconditioning trade-ins for profitable resale. Bowes "Seal Fast" Corp., 147 North Pine Street, Indianapolis 2, Indiana.

410 **NEW AIR BRAKE MAINTENANCE BULLETINS** — Series of bulletins each devoted to a single unit. Fully illustrated with cross sectional, exploded and schematic drawings explaining every phase of the operation and maintenance. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

416 **TAIL PIPE REPAIR KIT** — A four page color catalog describing the Quaker heavy gauge, seamless tail pipe repair kit. Four sizes to fit all cars. Quaker Supreme Chemical Corp., 315 Whitman St., Montgomery, Alabama.

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1/57

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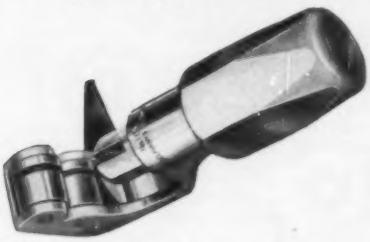


NEW PRODUCTS AND CATALOGS

600—Tube Cutter

A lightweight tube cutter for copper, brass and aluminum tubing, featuring a "floating handle" which is said to eliminate thread binding and to guarantee accurate cutting, has been announced by E. Edelmann & Co., 2332 Logan Blvd., Chicago 47, Ill.

The "No. 109 Bantam" is 4" long and can be cupped in the hand for constant cutting pressure and sharp, clean results, it was claimed. The handle with six flat sides reportedly permits the mechanic to adjust the tightening mechanism without releasing his grip. The tool cuts tubing from ⅛" to 1" in diameter.



Want more info? Use coupon on page 106 and you will get it!

601—Vacuum Cleaner

A wet or dry pickup vacuum cleaner, companion of its "Model 500," featuring a bypass motor for positive protection against moisture on water pickup work, has been announced by the Ace Co., 112 W. Washington St., P. O. Box 1212, Ocala, Fla.

Improvements on the "Model 500 BP" include a chromed motor dome, baked enamel finish inside and outside the 12-gallon capacity tank, enclosed filter, quiet operation, over-all weight of 45 lbs., plus a variety of tools for every cleaning purpose, the manufacturer said. Other features are



35' cord, 3 large rubber swivel casters, 1hp ball bearing motor, multiple fans and 60" vacuum lift. It is 32" high by 17" in diameter.

Want more info? Use coupon on page 106 and you will get it!

602—Equipment Catalog

A condensed catalog, No. 5700, convenient to handle, containing fully illustrated specifications and photographs of all its products, with capacities, motor specifications, feeds, speeds, space requirements and shipping weights, has been published by Lempco Products, Inc., Bedford, O.

Want more info? Use coupon on page 106 and you will get it!

COLE-HERSEE SWITCHES

It's what's Inside that counts...



GUARANTEED FOR QUALITY AND RUGGEDNESS.

ENGINEERED FOR PERFORMANCE AND DEPENDABILITY.

MEETS THE SPECIFIC REQUIREMENTS OF LEADING CAR MANUFACTURERS.

BUILT IN AMERICA'S MOST MODERN FACTORY.

Here's the inside story of Cole-Hersee superiority...

Each Cole-Hersee unit is engineered to more than meet the electrical load it is designed to carry. Long life and excellent performance are guaranteed. If it is a 6-, 12-, 24-, or 32-volt switch that you require, Cole-Hersee has a unit specifically designed for that current.

Do not use a unit unsuited to present day current characteristics. All Cole-Hersee switches are individually tested prior to shipment. You can count on Cole-Hersee when you want the best.

Specify and insist upon receiving quality Cole-Hersee products from your jobbing source.

MANUFACTURERS OF
Headlamp Switches
Starter Switches
Heater Switches
Panel Switches
Directional Switches
Toggle Switches
Push Pull Switches
Foglight Switches
Windshield Wiper Switches
Backup Light Switches
Dimmer Switches
Door Switches
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Mechanical Stop Light Switches
Hydraulic Stop Light Switches
Neutral Safety Switches
Ignition Lock Switches
Rheostat Switches
Master Disconnect Switches
Plus: Plugs, Sockets, Fuse & Terminal Blocks, etc.

Send for Our D-200 Catalog

COLE-HERSEE
Over 40 Years of Consistently Better Products

20 OLD COLONY AVENUE, BOSTON 27, MASS.

603—Air Conditioner

An air-conditioning unit featuring push-button control, which is said to provide maximum coil-cooling without freeze-ups, controlled temperatures, greater efficiency and passenger comfort, has been announced by The Frigikar Corp., 1602 Cochran, Dallas, Texas.

The motor, permanently sealed with lubricant, reportedly delivers up



to 390 cubic feet of cold air per minute. The all-metal control panel tucks beneath the dash and blends with the car's instrument panel. Refrigerated air may be directed wherever desired. Side vents direct cool air on front-seat passengers' and driver's feet. Transferable from car to car, the 1957 "Frigiking" is available for most makes of 1957 cars and many older models, the manufacturer said.

Want more info? Use coupon on page 106 and you will get it!

604—Timing Light

A power timing light said to be extremely sensitive and brilliant and designed to stand up under rugged use has been announced by Herbrand Equipment Sales, 1111 Stone St., Fremont, O.

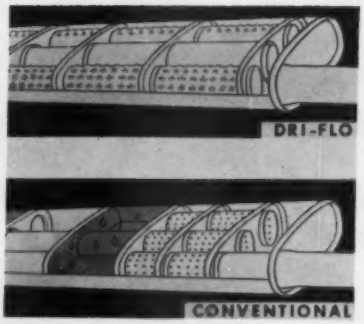
Sensitivity is reportedly made possible by adjustment arm located in the head of the light, which permits the operator to increase the sensitivity when spark plug gaps are set too close, or reduce sensitivity, if necessary, to eliminate double flashing. A specially constructed nose allows for sharp focus, sharper brilliance of light and easy flash tube replacement, it was claimed. The light switches circuits automatically from 6 to 12 volts. It is non-polarized.

Want more info? Use coupon on page 106 and you will get it!

605—Muffler

A muffler design said to make mufflers last up to 25% longer, while maintaining qualities of silencing and back pressure on the same level or better than those specified for original equipment, has been announced by The AP Parts Corp., Toledo 1, O.

Controlled flow of exhaust gases in "Dri-Flow" design throughout entire



muffler reportedly eliminates corrosive cold spots.

Want more info? Use coupon on page 106 and you will get it!

606—Spark, Transport Plug

A tapered seat resistor spark plug with "Power Tip" and tapered seat transport plug have been announced by The Electric Auto-Lite Co., P. O. Box 931, Toledo 1, O.

The "BRF 42" plug is designed for 1957 Ford V-8s (except custom V-8), Thunderbirds, all '56 and '57 Lincolns and Continentals and all '57 Mercurys. The "BTF 3" transport plug is designed for Ford's heavy-duty trucks. The plug is said to give improved performance in the stop-and-start traffic of congested areas, as well as on the open road.

Want more info? Use coupon on page 106 and you will get it!

607—Automatic Starter

An automatic starter which reportedly will start any 6- or 12-volt car or truck on the road or in a garage when stalled because of battery failure has been announced by Mondak Products Co., 5724 W. Armitage Ave., Chicago 39, Ill.

The "Mondak" starter reportedly charges itself automatically from the generator with which it is permanently connected and is ready for instant use. Equipped with heavy #3 gauge cable, harnessed together for easy handling, it is said to deliver double starting power. It features rotating cable reel for winding up long booster cables. Dual circuit-breakers make equipment fool-proof, according to the manufacturer.

Want more info? Use coupon on page 106 and you will get it!







SAFE STOPS SAVE LIVES...

more state laws now demand brake fluid must be SAE Heavy Duty!

Your state may *already* have a law requiring heavy duty brake fluid only! Make sure you're safely within the law—and make sure your customers are safe on the road—by selling Puritan Super 60 Heavy Duty Brake Fluid. In any vehicle, Puritan Super 60 does a better, surer, safer job. That's because it meets or exceeds *these* and *all* other SAE Heavy Duty Brake Fluid specifications:

1. BOILING POINT—highest heat resistance
2. WATER ABSORPTION—greatest protection against rusting
3. PROPER VISCOSITY at both high and low temperatures
4. CHEMICALLY STABLE—won't break down
5. COMPATIBILITY—mixes with all other brands



★You know you're safe—and your customers are safe—when you stock and sell Puritan Super 60 Heavy Duty Brake Fluid!

Made by **OLIN MATHIESON CHEMICAL CORPORATION**
Automotive Products Department, Baltimore 3, Maryland

LOCATE TIRE LEAKS *INSTANTLY...*
with Amazing New
Detecto-Mist
by KEN-TOOL

Saves Time — Saves Work
ENDS MESSY DUNKING!

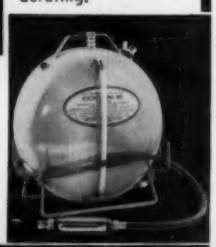


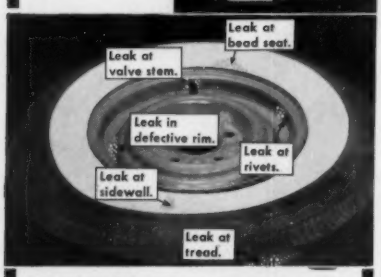
Simply spray tire and rim with *Detecto-Mist* —on or off the vehicle —and the tiniest leak shows up in a mountain of bubbles. For all tires—tubeless and tube-type. One quart of concentrate tests 900 to 1000 tires.



D-100
Detecto-Mist Spray Unit. Portable 1-qt. size. Ideal for service stations and trucks. Solid brass. Automatic air release keeps solution from aerating.

D-101
Detecto-Mist Spray Unit. Holds 3 gallons. Suitable for larger operations. Automatic air release.





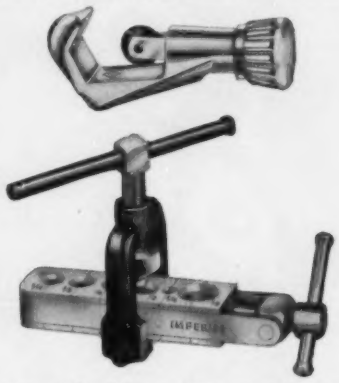
SEE YOUR JOBBER for *Ken Detecto-Mist* Solution and Spray Units. Locate leaks instantly in large or small tires — passenger car, truck, earthmover, bus, aircraft —on or off the vehicle. Made by the world's largest exclusive mfgrs. of tire-changing tools and equipment.

The KEN-TOOL Mfg. Co.
AKRON 5, OHIO

608—Nylon Tubing Tools

Two tools designed specifically for nylon tubing, a tube cutter (pictured at top) and a flaring tool (at bottom), have been introduced by The Imperial Brass Mfg. Co., 1200 W. Harrison St., Chicago 7, Ill.

The tube cutter reportedly makes quick, clean, square cuts and elimi-



nates difficulties usually experienced when cutting nylon tubing. The cutting wheel is non-rotating and cuts nylon or similar tubing ⅛" to ¾" O.D., inclusive. One or two revolutions cut the tube cleanly without fracturing, it was claimed.

The flaring tool makes 45° flares on tubing 3/16", ¼", 5/16", ⅜", ½", and ⅝" O.D. A die holder with sliding dies clamps tubing, while a screw operated by a bar at one end tightens.

Want more info? Use coupon on page 106 and you will get it!

609—Body Repair Kit

An epoxy resin body repair kit, in which the resin and non-toxic hardener are pre-measured for foolproof mixing, has been announced by the Permacel Tape Corp., State Highway 25, New Brunswick, N. J.

The resin reportedly has particularly strong adhesion qualities and great impact resistance. It is extremely hard and does not gouge easily when dry, nor shrink while curing, it was claimed. The "312" kit comes in two sizes and are said to contain all materials needed for making body repairs—holes, tears, dents and rust spots, among others. The small kit consists of 6 2-oz. containers of compounded resin, 6 14-gram bottles of hardener, 1 8-oz. container of filler, 1 piece of 38" x 38" fiberglass cloth, 6 wooden spatulas, 1 metal opener for lids and 1 rubber squeegee. The filler included in the kit can be used to thicken the resin so it can be used like putty.

Want more info? Use coupon on page 106 and you will get it!

610—Radiator Flush

A "one-drain" radiator flush which can be added directly to old anti-freeze at spring draining time has been announced by Warner-Patterson Co., 920 S. Michigan Ave., Chicago 5, Ill.

After 10 minutes of engine idling, the cooling system is ready to drain, it was claimed. "Speed Flush" reportedly cleans out rust, scale and oil muck with the old anti-freeze, leaving radiator ready for fresh water, radiator protector and water pump lubricant.

Want more info? Use coupon on page 106 and you will get it!

611—Oil Filter

A disposable oil filter designed for use on 1957 Fords, Mercurys and Lincolns, which can also be used on earlier models if installed with its "K-139" adapter, has been announced by AC Spark Plug Division, General Motors Corp., 1300 N. Dort Highway, Flint 2, Mich.

The entire "PF-1" unit is removed with a twist of the wrist and the replacement is made in the same way, the manufacturer said. No tools are required.

Want more info? Use coupon on page 106 and you will get it!

612—Point Dwell Tester

A point dwell tester, "Kal-Dwell," which reportedly measures degrees of cam angle for either 6- or 8-cylinder engines with one setting, designed as a matched companion tool to its "Kal-Tach," has been announced by Kal-Equip Co., Kalamazoo, Mich.

Unit is contained in a chrome-plated metal case that fits the me-



chanic's hand. To operate single, thumb-operated control, mechanic presses and turns cylinder selector, then releases to make reading on large, clear-view scale. Green test zones on scale also allow instant check on point resistance, it was claimed. Low load characteristics reportedly conserve engine power. Additional features include automatic battery shut-off and built-in meter protection.

Want more info? Use coupon on page 106 and you will get it!

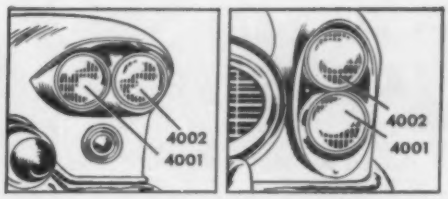
613—Fender Covers

Acid-resistant fender covers for use by repair shops and service stations have been announced by Industrial Textile Mills, a division of Industrial Wiping Cloth Company, 29-28 41st Ave., Long Island City 1, N. Y.

Of a single-weave, napped construction, the covers are designed to cover the entire fender, allowing tools and parts to rest on them without sliding off.

Want more info? Use coupon on page 106 and you will get it!

Two New General Electric Lamps used in "Dual Headlamp System"



Chances are there won't be too many calls for these new lamps. But a customer of yours *might* get his front end bashed in—or maybe he'll have an early burnout. In either case, he'll expect *you* to have the replacement lamp. We suggest you stock a couple of each of the new smaller-size G-E *All-Weather* Headlamps (4001 and 4002)—and maybe a couple of the auxiliary driving lamps (4412). A box of the new interior bulbs (1445) should be adequate for a while. Your nearby General Electric Lamp Supplier is close enough so you can quickly re-order if you need more.



*With Aim-right Gizmoes for quick, easy aiming

G-E #4001—Single filament G-E *All-Weather* Headlamp, upper beam only, 5¾" Dia., 12 volt, 2 contact lugs.

G-E #4002—Two filament G-E *All-Weather* Headlamp, upper and lower beams—with filament shield on lower beam, 5¾" Dia., 12 volt, 3 contact lugs.

These two new types of General Electric *All-Weather* Headlamps are standard equipment on all Nash Ambassadors and Cadillac Eldorado Broughams. They are optional equipment on Mercurys, Chrysler Saratogas, Windsors, New Yorkers and Imperials, and some DeSoto models.

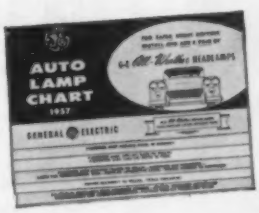
TWO ADDITIONAL G-E LAMPS FOUND IN 1957 PASSENGER CARS



G-E #1445—Headlamp beam indicator for 1957 Fords: Beam indicator and direction signal indicator for 1957 Mercury and Studebaker.



G-E #4412—Auxiliary driving lamps for 1957 Lincoln.



NEW LAMP CHART IS A SALES TOOL

Soon your G-E Lamp Supplier's Salesman will be bringing your new Auto Lamp Chart for 1957. It is expertly arranged so you can quickly select the right lamps for just about anything on the road. So take a few minutes and check your stocks. Order enough G-E Lamps to rebuild present supplies, and enough of the four G-E Lamps to handle the 1957 cars. General Electric Co., Miniature Lamp Dept., Nela Park, Cleveland 12, Ohio.

Progress Is Our Most Important Product

GENERAL ELECTRIC

614—Groove Liner

A product for reconditioning worn top grooves in pistons by lining the entire top groove—both top and bottom—with solid alloy steel has been announced by Hastings Mfg. Co., 325 N. Hanover St., Hastings, Mich.

The liner, which comes in two perfectly paired segments that butt



tightly in the top groove, locks into place and becomes an integral part of the piston, it was claimed. Each segment is locked into place by a cam lock wrench furnished with each set. "Perma-Liners," packaged 8 to a set, are available for all pistons from 3" to 5".

Want more info? Use coupon on page 106 and you will get it!

615—Headlamps

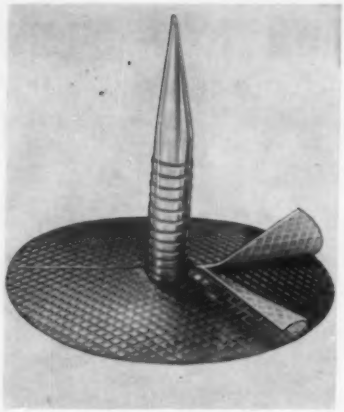
Two headlamps, manufactured to meet requirements of the four-lamp automotive headlighting systems which enable drivers to use four lamps for regular driving and two when passing, have been announced by Westinghouse Lamp Division, Westinghouse Electric Corp., MacArthur Ave., Bloomfield, N. J.

The "No. 4001" lamps are single-filament inboard lamps and provide the hot spot of the driving beam. The "No. 4002" lamps have double filaments and provide the spread light of the driving beam from an off-axis filament and a new passing beam from the on-axis filament. Both are fitted with three aimer buttons on the lens to provide simple mechanical aiming. Locating lugs on the back insure that only the correct lamp can be installed in the headlight fixtures.

Want more info? Use coupon on page 106 and you will get it!

616—Truck Tire Plug

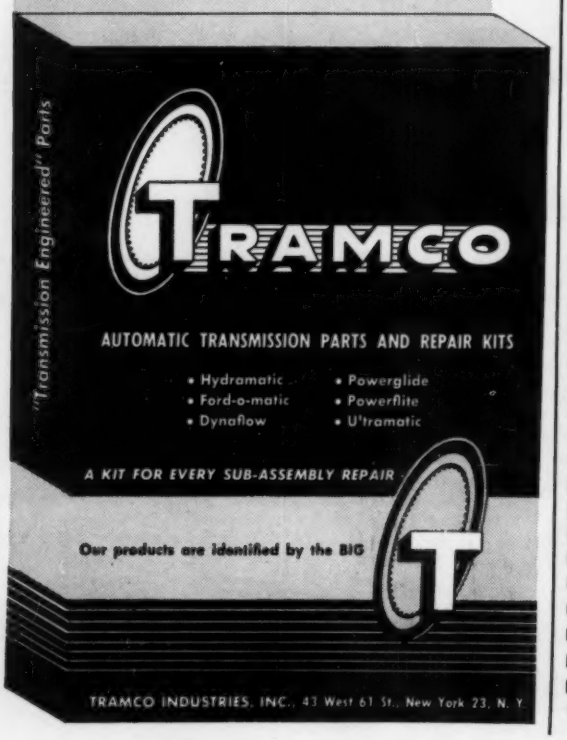
Nylon-reinforced truck and tractor tire plugs, made in two stem diameters—5/16" and 7/16"—with oval head measuring 2½" x 4", have been introduced by Kex Products, Inc., 4400 St. Vincent Ave., St. Louis 19, Mo.



The patented compound curvature of the mounting surface, plus cushion gum backing for vulcanization to the casing, reportedly fits the tire both lengthwise and crosswise. The 1¾" stem is said to have sufficient length to extend through the thickest casings, filling the hole completely. The rubber-impregnated nylon molded into plug head increases strength yet makes plug light enough that it can be used in passenger-car tires to repair larger than normal punctures and irregular breaks, the manufacturer said.

Want more info? Use coupon on page 106 and you will get it!

Your Guarantee of the best



EARN BIG PAY

Earn While You Learn

DIESEL MECHANICS, AUTO MECHANICS
WELDING, BODY AND FENDER REPAIR

Train in our modern shops.
You learn with tools on real equipment.
Master a trade with a real future.
Many of our graduates earn $100 per week and up.

THOUSANDS OF MECHANICS NEEDED!

*50,000 NEEDED

The nation's requirements for new mechanics now is nearly 50,000 a year, as motor vehicle registrations begin mounting beyond 60,000,000. It has been estimated that mechanics graduating from schools number only around 10,000 a year.

*Southern Automotive Journal for January, 1956

• DAY AND NIGHT CLASSES APPROVED FOR VETERANS
• WRITE FOR FREE BULLETIN DEPARTMENT NO.7

NASHVILLE AUTO-DIESEL COLLEGE
226 7th Avenue, North, Nashville 3, Tennessee

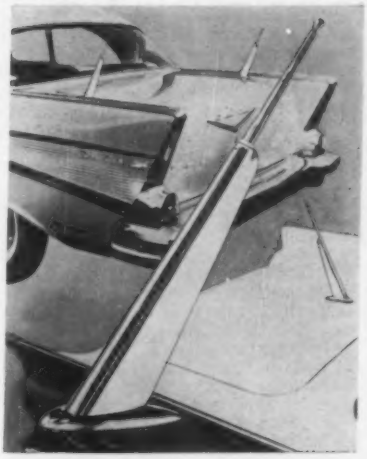
617—Plastic Paste

A plastic paste said to renew and reinforce dented, damaged, broken or rusted parts of steel, iron, aluminum, copper, brass, etc., quickly and economically, has been introduced by Jaycee Chemical Corp., Northford, Conn.

"Bondo" spreads like butter, the manufacturer said, and when applied according to directions is ready to sand within 10 minutes with a heat lamp or 30 minutes without heat. It can be applied all at once and reportedly hardens in the same length of time for a large hole as a small one. It is unaffected by weather, climate, gasoline, alkalies or salt water and does not rust, rot, corrode, shrink, dry out or mildew.

Want more info? Use coupon on page 106 and you will get it!

618—Radio Antenna



A full-strength "Silver Meteor" antenna with a 4-position extension, designed to match the stylelines of the 1957 cars, has been introduced by Beaurline Industries, Inc., Lyons, Ill.

Fittings include a 15' radar-type lead-in cable. Two adapter bases (flat and curved) come with each unit so that it can be mounted on fender peak or flat surface.

Want more info? Use coupon on page 106 and you will get it!

619—Battery Charger

A fast battery charger said to provide a safe maximum charging rate of 40 amperes on 12-volt batteries and 60 amperes on 6-volt batteries, with charging time governed by an automatic time switch in available range of 2 hours, has been introduced by Heyer Industries, Inc., 471 Cortlandt St., Belleville 9, N. J.

A time table, embossed on top of the control panel, enables operator to determine the required charging time for each battery, based upon its relative state of discharge. Regardless of initial charging rate, the current tapers off to a safe finishing rate.

Want more info? Use coupon on page 106 and you will get it!



SPEEDS HUNDREDS OF JOBS. HEAVY REMOVAL OR FINE FINISHING. BLOCK SANDING, SCUFFING, FEATHER-EDGING, DISCING, BUFFING. FAST FOR REMOVING SCRATCHES AND "FROST" FROM WINDSHIELDS.

2 SANDERS IN 1

DUAL ACTION . . . COMPLETELY NEW sanding action . . . moves two directions AT THE SAME TIME. Turns 6000 R.P.M. to the right and at the same time moving in fast REVERSE action to the left, cool operation, no swirls.

SPINNER (DISC) ACTION! Press shift ring for unique, OFF CENTER, rotary action that eliminates disc swirls. VERY FAST for removing stock, nicks. Ideal for smoothing solder, working fiberglass, polishing windshields.

See your jobber—write for literature and bulletin "Glass Scratch Removal."

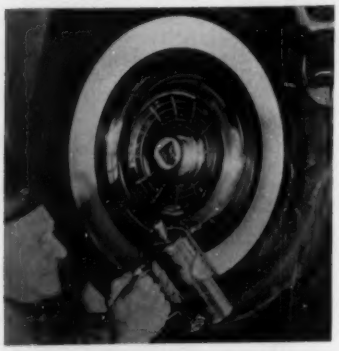
DETROIT SURFACING MACHINE COMPANY

1245 E. EIGHT MILE RD.
DETROIT 20, MICHIGAN

620—Tire-Leak Solution

A solution for locating tire and rim air leaks on passenger-car, truck and tractor tires, as well as on rims, valve stems and conventional tubes, has been introduced by The Ken-Tool Mfg. Co., 768 East North St., Akron 5, O.

When "Detecto-Mist" is sprayed on tire assemblies, escaping air causes



bubbles to form instantly, locating the smallest leak quickly. Its use is recommended for checking bead and rim leaks after mounting tubeless tire. The product reportedly eliminates dunking operations and, in many instances, the leak can be located and repaired without removing tire or wheel. When properly mixed with water, one quart of concentrate is said to make enough solution to test up to 1,000 tire assemblies. Spray units, designed especially for use with the solution, come in 1-quart and 3-gallon sizes.

Want more info? Use coupon on page 106 and you will get it!

621—Oil Filter

A disposable oil filter made to fit 1957 Ford, Lincoln, Mercury, Thunderbird and Continental cars, said to give repairmen more profit on an installation in less time, has been announced by Purolator Products, Inc., 920 New Brunswick Ave., Rahway, N. J.

An adapter kit permits the filter to be used on earlier models. It can be screwed out of or into the engine by hand. No tools are needed, the manufacturer said. A "Grip-Paint" body reportedly makes it easy to twist out the old filter even when it has been in the car a long time. A valving arrangement keeps old oil and sludge in the housing so there is no mess or drain-back when changing, it was claimed.

Want more info? Use coupon on page 106 and you will get it!

622—Crankshaft Tools

A set of drivers for crankshaft bearing shells, both regular and flanged, said to permit removal of bearings without removing crankshaft or loosening connecting rods, has been announced by Clark-Feather Mfg. Co., Fort Morgan, Colo.

The spring steel driver blade has a built-in curvature like that of a steel tape measure which reportedly gives adequate stiffness under hammer blows with the needed flexibility to follow the bearing the full distance around the shaft without damage to either surface. A heavy steel head distributes the force of the hammer stroke across the blade width. Not to be used on dowelled bearing inserts, the set is made up of two sizes—1" and 1 7/16" wide.

Want more info? Use coupon on page 106 and you will get it!

623—Power Buffer

A slow-speed power buffer which reportedly requires only a light pressure to buff tire or tube has been introduced by Ace Rubber Co., Box 6147, Dallas, Texas.

Operating at slow speed, the buffer is said to prevent deep cuts or grooves, scorching or burning of the



buffed area, while producing a well-buffed area around the injury to insure best bonding of the patch.

Want more info? Use coupon on page 106 and you will get it!

624—Flaring Tool

A flaring tool which reportedly forms single or double flares on every size and type of tubing with only one adapter and cone, which interchange to do all the work, has been announced by E. Edelmann & Co., 2332 Logan Blvd., Chicago 47, Ill.

The double-flare adapter can be used to form 3/16", ¼", 5/16" and ½"



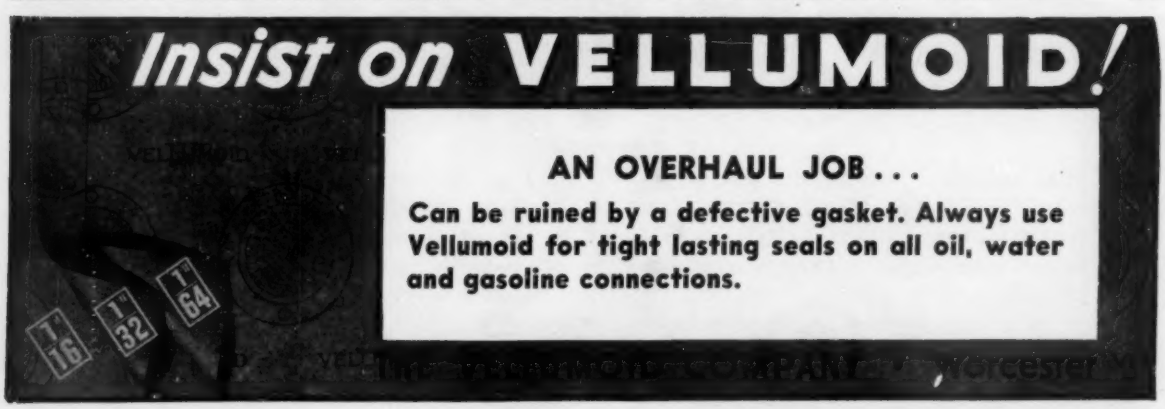
tubing by turning the vise jaws to the indicated size, turning spinner for first fold and replacing adapter with flaring cone. Single flares are produced by using only the snap-on cone. A special machine thread design securely grips tubing without danger of marring finish or deforming metal, it was claimed. The tool features a heavy-duty vise bar for locking into bench vise and it centers automatically, containing no separate yoke to lose, according to the manufacturer.

Want more info? Use coupon on page 106 and you will get it!

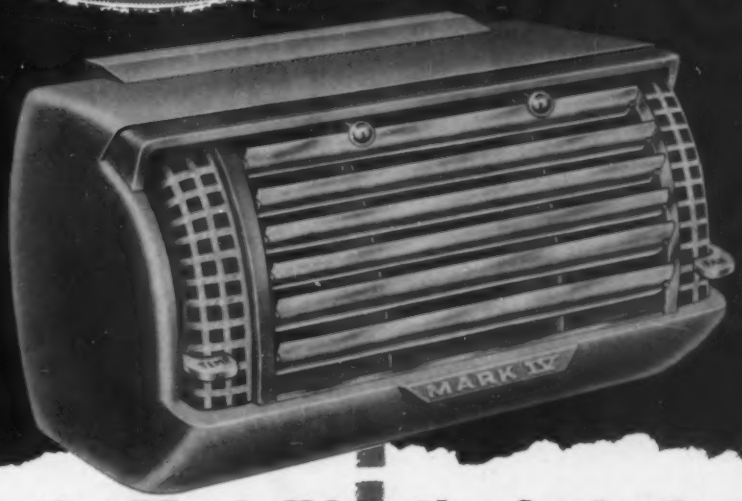
625—Fuel System Chart

A 3-color wall chart, 25" x 29½", latest in a series dealing with the fuel system and providing a graphic description of problems such as carburetor icing and the formation of water in the fuel line and gas tank, has been announced by National Carbon Company, a division of Union Carbide and Carbon Corp., 30 East 42nd St., New York 17, N. Y.

Want more info? Use coupon on page 106 and you will get it!



It's MARK IV for cool profits!



new 1957
dash model

Here's why Mark IV is the fastest growing auto air conditioner on the market...

ALREADY THE TOP SELLER. In just one year after taking over Mark IV, the John E. Mitchell Company more than quadrupled the sales . . . passed all other independent manufacturers. You'll be joining a bandwagon.

ADVANCED ENGINEERING. The patented Robotrol revolutionizes temperature control. A metering flow-control valve, it will outlast the life of a car. Completely eliminates the need for a clutch or a solenoid by-pass — the two "off-and-on" elements that wear and cause most trouble in other systems. You'll have fewer mechanical complaints.

FITS MORE CARS. With both a trunk and a dash model and with a complete set of adapter kits, Mark IV fits passenger cars, station wagons and pick-up trucks of more makes, models and years than any other brand. You'll get the sales others can't even try for.

BEST DEVELOPED SERVICE ORGANIZATION. With almost 400 distributors and service centers already set up, Mark IV units can be serviced by factory trained technicians from coast to coast. Many more will be added in early '57. You'll have satisfied customers wherever they may travel.

A DEALER-ORIENTED PACKAGING AND WARRANTY PLAN. Basic units and adapter kits are packaged so a dealer can handle a wide selection of car models with a minimum investment. The dealer's in-warranty labor allowance has been increased. Customer's off-season warranty has been extended. Your problems as a dealer get prime attention.

SELLING AID ALL THE WAY. Every promotion and selling aid is made available. This year's program will be partially disclosed in this publication soon.

Mark IV Division, **JOHN E. MITCHELL CO.** *Dallas, Texas*

Manufacturers of Fine Machinery for More Than Half a Century

Watch this magazine for the announcement of **MARK IV'S POWERFUL NEW ADVERTISING PROGRAM** — the greatest ever used to push an after-market air-conditioning unit.

For complete details mail this coupon TODAY.

John E. Mitchell Co.
3800 Commerce St.
Dallas, Texas

I'd like information about a Mark IV distributorship or dealership.

Name_____

Company Name_____

City_____ State_____

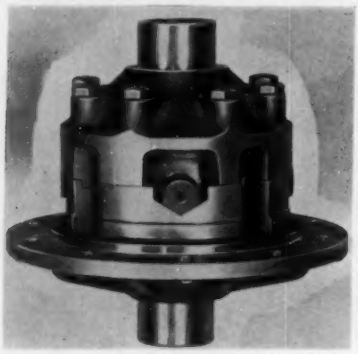
Type of business_____

We are ☐, are not ☐ rated in Dun & Bradstreet.

626—Differential Kit

A differential kit said to provide easy replacement of old-style differentials in cars and light trucks and to assure non-slip delivery of controlled power to both driving wheels at all times, under all road conditions, has been announced by Dana Corp., Parts Division, 4100 Bennett Rd., Toledo 1, O.

The "Spicer Thornton Powr-Lok" differential automatically transfers



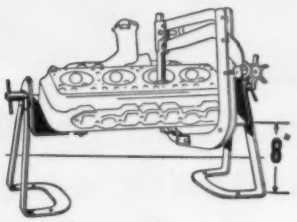
maximum driving power to the rear wheel having the better traction regardless of road conditions, with the result that both driving wheels receive driving power at all times. The amount of power to each wheel is automatically governed by the tractive conditions under which each wheel is operating. When turning corners or rounding curves it reportedly gives normal differential action with major driving force applied to the inside wheel, thus improving stability and handling of the motor vehicle by the operator.

Offered as original equipment by a number of 1957 car and truck manufacturers, "Powr-Lok" can be installed as a differential replacement unit in the "Spicer" axles on many cars and trucks now on the road, the manufacturer said.

Want more info? Use coupon on page 106 and you will get it!

627—Cylinder Head Holder

A universal, rotating cylinder head holder for valve-in-head engines, which reportedly can be used successfully on all current overhead V-8s and many others, holding all sizes of cylinder heads securely in any position for valve service, carbon cleaning, valve seat grinding, guide reaming, etc., has been introduced by K-D Mfg. Co., 526 N. Plum St., Lancaster, Pa.



Lightweight and rustproof, the holder is said to be perfectly balanced to stand firmly on workbench. One base can be fastened, leaving the other free to accommodate various lengths of heads. Slotted support brackets provide flexibility for mounting various types and widths of heads. Brackets are locked in at any angle with a firm turn of the T-handles, the manufacturer said. Two bolts with washers and wing nuts are furnished.

Want more info? Use coupon on page 106 and you will get it!

628—Windshield Cover

An adjustable windshield cover to fit over the windshield of any automobile, keeping it free from snow, ice and frost, has been introduced by Hoosier Tarpaulin & Canvas Goods Co., 1302 W. Washington St., Indianapolis 6, Ind.

Made of specially treated, extra strong canvas, the cover is water- and mildew-resistant, it was claimed. To install, place several adjustable metal clips, which are supplied, in the metal channel of each of the small ventilating windows and adjust to properly hold cover. It is as easily removed by the owner, the manufacturer said.

Want more info? Use coupon on page 106 and you will get it!

SMART AUTOBODY MEN

Please their Customers

WITH SCHOFIELD REPAIR PANELS



Sna-Pan for 1953-54 Plymouth. One of the complete line of Schofield Sna-Pans . . . the rocker panels that snap on!



PICTURED ABOVE IS ONE OF MORE THAN 400 SCHOFIELD PANELS THAT PRODUCE BETTER BODY REPAIR JOBS FASTER!

Write for the new Schofield catalog today!

JOBBERS: Certain choice territories are still available. Write, wire or phone for full information.

SCHOFIELD MFG. CO.

WORLD'S LEADING MFGR. OF BODY REPAIR PANELS

1158 E. 222nd ST. CLEVELAND 17, OHIO

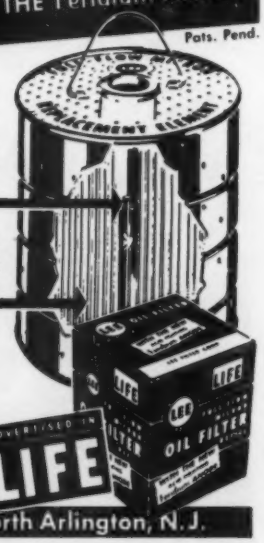
the only oil filter that REMOVES SLUDGE AND ACIDS!

POSITIVE FILTRATION WITH FERIDIUM

LEE OIL FILTER

WITH THE Feridium ANODE

Pats. Pend.



AMAZING ANTI-ACID FERIDIUM ANODE COMPLETELY NEUTRALIZES DAMAGING CARBON DIOXIDE AND SULPHURIC ACID!

16 FEET OF ACCORDION-PLEATED FILTERING ELEMENT TRAPS ASPHALT AND CARBON AS FINE AS 5 MILLIONTHS OF AN INCH!

Feridium is an exclusive LEE development. Independent laboratory and road tests prove conclusively that LEE FILTERS with the Feridium Anode will out-filter any popular filter. Most important, they cost no more!

ADVERTISED IN LIFE

Write for Catalog

LEE FILTER CORP., North Arlington, N.J.

IF IT'S
HOME INDUSTRY
YOU WANT . . . . .
We Got it!





Start 1957 off with the SOUTH'S only BASIC RECONDITIONER of BRAKE SHOES! Double your volume yearly — as we have! Compare our PRICES and QUALITY — and forget "importing".

GROW WITH US—IN DIXIE!



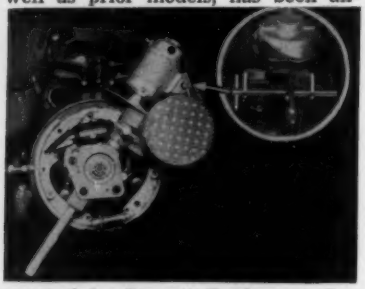
261 N. C. and S. C. cities and towns given free delivery and pick-up weekly. Up to $3.00 two-way freight allowance elsewhere.



SOUTHERN
FRICTION MATERIALS CO. — CHARLOTTE, N.C.

629—Brake Equipment

An improved "B-103A-1 Brake Dokter," Ford Special, which accommodates 1957-model passenger cars, light trucks and station wagons as well as prior models, has been announced by Barrett Equipment Co., 2101 Cass Ave., St. Louis 6, Mo.



Owners of the "B-103-1" (past model) may have these units modified to handle 1957 Ford products.

Want more info? Use coupon on page 106 and you will get it!

630—Air Conditioner

An interchangeable air conditioner which reportedly can be installed under the dash or in the trunk of any automobile, in truck cabs or station wagons has been introduced by Kauffman Air Conditioning Co., 4505 Olive St., St. Louis, Mo.

Made to fit a wide range of cars, the unit is said to cool 300 cubic feet of air per minute, changing air in car twice every minute. It reportedly dehumidifies all air circulating over cooling coil and discharges condensation through a large drain hose to street. Compressor is powered direct from engine crankshaft with a V-belt. Motor draws 9 amperes, producing no drain on battery, it was claimed.

Want more info? Use coupon on page 106 and you will get it!

631—Gas Caps

Stainless steel locking gas caps said to be easy to apply in the confined space in new cars and which can be locked without a key by just pushing in, have been announced by Stant Mfg. Co., Inc., 1620 Columbia Ave., Connersville, Ind.



The "G-54 Dual-Loc" fits 1953-57 Chevrolets, 1955-56 Chrysler models, 1950-56 Packards and Clippers and other 1949-1957 cars. The "G-57" fits 1953-57 Ford, Mercury, Lincoln models; the "G-56" fits 1957 Buicks and Chrysler models.

Want more info? Use coupon on page 106 and you will get it!

632—Buffing Agent

A chemical liquid buffing agent, which reportedly duplicates required buffing action for perfect, certain hot- or cold-patch application on tube, tire or tubeless tire, has been introduced by J. W. Speaker Corp., 3059 North Weil St., Milwaukee 12, Wis.

"Buff-Eez" is said to remove soapstone, grease, molding compound, rubber oxide film, sediment, etc. To use, pour on clean cloth and wipe punctured area thoroughly and apply patch in usual way.

Want more info? Use coupon on page 106 and you will get it!

633—Gauge Indicator

A gauge indicator said to permit hydraulic valve lifters to be checked without removal from engine and to show up quickly any lifter not functioning properly has been announced by Ernest Holmes Co., 2505 East 43rd St., Chattanooga 7, Tenn.



Designed for all engines with hydraulic valve lifters, the indicator is said to be easy to operate. With valve in closed position, each valve may be checked by sliding the indicator under rocker arm and turning T-handle until gauge registers a pressure of 200 psi. If pressure drops gradually, the lifter is working efficiently. If the pressure does not drop or falls rapidly, then the lifter is faulty and should be removed for cleaning and testing, according to the manufacturer.

Want more info? Use coupon on page 106 and you will get it!

634—Testing Equipment

The addition of two "Autorol" models, recessed and surface, has been announced by Bear Mfg. Co., 2016 Fifth Ave., Rock Island, Ill.

The recessed model, "1100," is designed for permanent installation and is set in concrete. A drive-on cover plate flush with the floor does not interfere with ordinary shop traffic. The unit may be installed for either forward or backward access onto the rollers.

The surface model, "1110," designed for a semi-permanent type installation, is equipped with two sturdy wheel well stands to support the front of the vehicle and may be relocated in the shop. Another surface model, "1120," comes complete with drive-on ramps, removable runways and front-end stand. The rack unit stands 11" off the floor.

Want more info? Use coupon on page 106 and you will get it!

635—Hydraulic Lift

A hydraulic lift that can be readily relocated at any time, requiring no costly installation, concrete breaking, underground piping or air, has been announced by Autoquip Corp., 1140 S. Washtenaw Ave., Chicago 12, Ill.

A self-contained, semi-portable unit, the "Porta-Contact" is reportedly designed to assure complete safety under all lifting operations within its range. Instead of a center pole, side supports provide four-point contact for safety and stability. Should any working part malfunction, it instantly locks into position regardless of load being supported, the manufacturer said.

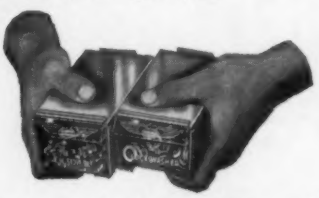


The unit can be located on upper floors, outdoors, over a boiler room or basement or other "non-profit" areas, it was claimed. The pump unit powers the hydraulic lift without air; two top rails pick up a vehicle's frame.

Want more info? Use coupon on page 106 and you will get it!

636—Bin Additions

Transparent "Add-A-Bins" for small parts, containing cap screws, nuts, washers, cotterpins, sheet metal screws, etc., have been announced by Dorman Products Co., 2440 S. Michigan Ave., Chicago 16, Ill.



The plastic drawers slide easily into the 5" long x 2⅞" wide x 2¼" high patented interlocking steel shell that can be built into a storage bin unit with any size or shape, according to the manufacturer. The additional bins are also available empty.

Want more info? Use coupon on page 106 and you will get it!

637—Rubber Cleaning Solvent

A solvent for cleaning area around tire or tube injury both before and after buffing, said to remove grease, mold lubricant and other foreign matter, the use of which softens rubber and removes buffing dust, has been announced by H. B. Egan Mfg. Co., Muskogee, Okla.

Want more info? Use coupon on page 106 and you will get it!

PROVING GROUND REPORT NO. 2 **Aircraft-Type V-8 Engine**



"It Cuts Loose a Hurricane of Power!"

"Step on the gas—and you're gone!"

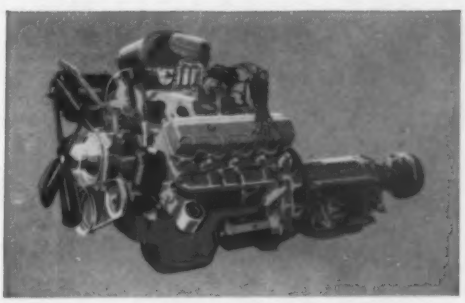
That's the snarling, aircraft-type V-8 engine the man's talking about . . . and this man *knows!*

"I put a lot of miles on this '57 Dodge every day at the proving grounds," says Dick Schanz, veteran test-driver and mechanic.

"And that ain't all. A long time before they cranked the first one off the assembly line, we took her on a long trip. Pushed her just as hard as the law would let us. We were up and down mountains, across deserts, through cities and over expressways for 7,000 miles.

"When we got back, we took the engine down . . . had a good look at hydraulic valve-lifters and at rod and main bearings. Clean as a whistle!

"This engine performs all the way. Real great economy. Oil consumption next to nothin'! Not an ounce of trouble. And man, it cuts loose a hurricane of power!"



The new Dodge aircraft-type V-8 engine. Engine displacement enlarged to 325 cubic inches. New high-intensity camshaft that improves fuel-air mixture flow. Higher compression ratios ranging up to 9.25 to 1. Completely new automatic choke. Paper-element "dry" air cleaner for more power and fuel economy. And the exclusive Dodge hemispherical combustion chamber that discourages carbon deposits—*keeps* that tremendous power intact!

Step into the wonderful world of Autodynamics

SWEPT·WING '57 Dodge

Jobber News

(Continued from page 45)

Roanoke Virginians Visit GM's AC Division

TWENTY members of Auto Spring & Bearing Co., Inc., Roanoke, Va., visited plants of the AC Spark Plug Division of General Motors in Flint, Mich., recently via General Motors planes.

The group, headed by Gordon E. Johnson, president of the company, included Curtis Strickler, Robert Blount, Bain Key, Gordon Benard, Ollie Rierson, Floyd Anderton, Jack Dymond, Russell Long, Harman Walter, Jimmy Thomason, Jimmy Johnson, Harding Patsel, Jake Sims, Craig Hamilton, Sanford Bowon, Al Roth, Ellsworth Grosh, Forest Morgan and Otis Price.

"Bennie B. Blaylock is our new counterman," announced **Edwin E. Scott,** partner and sales manager of **Scott's Automotive Products,** Leland, Miss.



Al S. Goodgame of Atlanta was promoted Jan. 1 from district representative to southeastern regional manager of Ammco Tools, Inc., Martin W. Bazner, Sr., vice-president-sales, announced. He has assumed complete management of sales and service in Alabama, Florida, Georgia, Virginia and the Carolinas. Goodgame joined the firm in 1945.

●

Scott's Automotive Products, Leland, Miss., is now distributor for **Columbus** shocks in the West Mississippi Delta, according to **Edwin E. Scott,** partner and sales manager.

Two Named for South By Merit Mufflers

CREATION of new sales territories, which include a number of southern states, and appointment of territory managers have been completed by Merit Mufflers, according to By Harris, sales manager.

Edward J. Lynch of Jackson Heights, N. Y., will be manager in the territory including Maryland, Delaware, northern Virginia and the District of Columbia. Manager for the territory which includes Kentucky, parts of Missouri and West Virginia will be Cecil R. Beaman of Fort Wayne, Ind.

Detroit Co. Names Kitchens

Detroit Surfacing Machine Co. has appointed W. C. "Bill" Kitchens, Atlanta, as representative in the southeastern states. In addition to Kitchens, other representatives throughout the South and Southwest are Arch Metzger, Houston, Jack White and W. D. "Bill" Martin, Dallas, Carl C. Lambert, Richmond, Va., and Russell Nixon, St. Louis.



IT'S NO TRICK WHEN YOU USE

TRU-TORQUE

SAFETY CUPS

with METAL EXPANDERS

The Metal Expanders prevent cup failure caused by excessive heat of modern brakes.

ASSURE BETTER PERFORMANCE

because cups . . . expanders . . . and springs were designed to work as a team, achieving the ultimate in smooth positive action.

All others trying to duplicate TRU-TORQUE retain the same problem of erratic sticking action due to wrong expander angles and improper spring tension.

ASK YOUR JOBBER ABOUT TRU-TORQUE

TRU-TORQUE

1200 RECO AVE. • ST. LOUIS 22, MO.

LEE LIFETIME

Valve Refacer

- Zero to 90° positive stop — and minus one degree setting
- V-ways with automatic take-up for wear
- Collet Chuck

SUPER FINISH AND EXTREME ACCURACY



MODEL K403C

Occasionally a manufacturer develops a product that is so outstanding that the trade gives it a rousing welcome. The K. O. Lee Lifetime Refacer is such a product.

The K403C refacer does an exceptionally fine job of grinding valves—providing a super finish seldom equaled by more expensive machines.

K. O. Lee Company, Aberdeen, S. D.



Prominent officials at the congressional committee hearing included (l. to r.): Albert S. Holzwasser of Boston, Harold T. Halfpenny of Chicago, Rep. Noah M. Mason, a member of the excise tax subcommittee of the house ways and means committee, Ira Saks of Cleveland and Robert E. Phelps of Washington, D. C., the latter a well-known jobber.

Industry Committee Blasts Excises As Damaging to Independent Shops

A CONGRESSIONAL committee was asked recently to amend immediately the tax law to save the small, independent garageman from being driven out of business.

In testimony before a house ways and means committee, spokesmen for the Industry-Wide Committee to Remove Discriminatory Automotive Excise Tax, an organization representing wholesalers, manufacturers and rebuilders of automotive parts, said that the excise tax policy in the automotive repair business is discriminatory, confusing and often means double, triple and quadruple taxes. The result, the spokesmen said, means higher parts prices to motorists and is a contributing factor in the decline of the independent automotive repair shop in this country.

This committee appeared on behalf of Automotive Engine Rebuilders Association, Automotive Parts Rebuilders Association, Motor and Equipment Manufacturers Association, National Automotive Parts Association and National Standard Parts Association.

According to Albert S. Holzwasser, president of the Arrow Armature Co., Boston, the number of independent repair shops in the nation has dropped 10.5%—from 60,147 in 1948 to 53,826 in 1954. Hardest hit, with a 37.2% drop since 1947, has been in the neighborhood one- and two-man shops.

Holzwasser said that something should be done quickly to keep these small shops in operation so that they may continue to provide adequate repair service at reasonable prices. He said that one thing the congress could do to help would be to eliminate an 8% manufacturers' excise tax on rebuilt parts which works a hardship on the small shop owner. According to Holzwasser, car dealers and large repair shops who do their own rebuilding do not pay this tax but the small shop owner whose business depends, to a great extent, on rebuilt parts must pay the tax.

Harold T. Halfpenny of Chicago, legal counsel to the automotive committee, testified that congress never intended that the manufacturers' tax be applied to repaired, reconditioned, or rebuilt parts and charged that arbitrary rulings by the Internal Revenue Service in enforcing the tax has caused confusion, discrimination and uncertainty, and threatens business concerns with confiscation and the imposition of double, triple and quadruple taxes upon a vehicle owner.

As an example, Halfpenny said that the rebuilder of any assembly of parts, whether it be generator, clutch or engine, now suffers a penalty if he rewinds or machines his own component parts. If he purchases, on an exchange basis, the components that need rewinding or machining, the tax is paid on the sale price of only these components. According to Halfpenny, this means that the generator rebuilder, in order to minimize the excise tax, can no longer do his own armature rewinding, and a clutch rebuilder can no longer do his own plate regrinding, for to do so subjects the entire generator or clutch to the excise tax. A similar problem applies in the case of rebuilt engine assemblies.

Robert E. Phelps, president and general manager of Phelps-Roberts Corp., Washington, D. C., illustrated to the committee what was done in various operations that entailed an excise tax in the rebuilding, reconditioning and repairing of automotive components.

He showed the minor machine operation necessary to rebuild a clutch assembly and pointed out that this refacing operation could be done many times on the same assembly and the tax would be incurred each time. He also showed how an engine block was rebored and pointed out that the same engine block could be used with equal or better efficiency each time it was rebored or resleeved, but a tax would be incurred numerous times on the same component.

Ira Saks, chairman of the committee, as the closing witness, stated that "in making these conflicting rulings the Internal Revenue Service is actually encouraging decent and honest citizens to become tax dodgers and cheats. It has always been my impression that the government should try to encourage patriotism, honesty and decency amongst its citizens rather than deliberately go out of its way to try to make cheats and tax dodgers out of decent citizens."

At the completion of the testimony the congressional chairman praised the committee as presenting "a good case." Later individual members of the congressional committee expressed opinions that something should be done to have this problem eliminated.

Willard Hires Hudgins

W. M. Hudgins, Jr., has been appointed zone manager for eastern Missouri and southern Illinois for Willard Storage Battery Division, according to J. S. Harbison, replacement sales manager. For the past 11 years Hudgins has covered the area for an automotive parts jobber and prior to that operated a service station in St. Louis, Mo.

Stock 'n sell DL
for quick, easy PROFITS!

NATIONAL ADVERTISING CREATES A BIG DEMAND!

UNIVERSAL ACCEPTANCE INSURES RAPID TURNOVER!

CUT CLEANING COSTS WITH THIS DISPENSER



CONTAINER SIZES
For Dispensers, 4½ and 5 lb. For general use, 14 oz., 3 lb. and 5 gal.

It delivers just the right quantity with one pull of the lever. To refill insert 5-pound can of DL HANDI-Cleaner and throw away when empty.

The ORIGINAL Cream Type HAND CLEANER
with Hexachlorophene and Lanolin

A guaranteed and insured product that removes stubborn grime and grease gently, and thoroughly. Guards against skin infection and Dermatitis. No abrasives or solvents to irritate the skin.

First and Finest for Over Twenty Years!

DL HANDI-CLEANER . . . USE WITH OR WITHOUT WATER

Made only by
BANITE CO. BANITE BUILDING BUFFALO 4, N. Y.

NSPA Selects Four To Study Unifying

JOHN Reynolds of Straus-Frank Co., Houston, Texas, has been named chairman of a National Standard Parts Association committee to work with other suggested association committees "to make and present an impartial report" on creating a single national association of wholesalers and a similar one of manufacturers.

NSPA issued the following statement last month:

"National Standard Parts Association, as the recognized leader in the automotive service industry



Chairman John Reynolds

since its inception more than three decades ago, and as the oldest and largest organization in this field, recognizes that complete unity in the automotive service industry is today more vital than ever. This need is increasing daily because of ever-changing distribution requirements and patterns. There is an increasing interest and demand by individual members of this industry that NSPA, as the undisputed leader of this industry, use its wide knowledge and abilities to bring about the additional unity in this area in order to present a unified front on such problems.

"NSPA, recognizing the now immediate necessity for action, and after considerable and careful study of this important matter, recommends the unification of the principal segments in the automotive service industry comprised of the following associations: Automotive Electric Association, Automotive Engine Rebuilders Association, Motor and Equipment Manufacturers Association, Motor and Equipment Wholesalers Association and National Standard Parts Association. These groups are representative of practically the entire trade association of the automotive service industry.

"In order to accomplish the unity desired and needed, it will necessarily require the combined confidence, cooperation and understanding of all of the members of these associations—not just a part of them. Sufficient authentic information is not available at this time for intelligent actions; therefore, NSPA proposes a study committee comprised of four members from each of these associations be appointed to make and present an impartial report on this matter in a general meeting of all of these committees. Actions favorable to all and in the best interest of all will be taken when all of the findings are in and have been explored fully and checked carefully.

"NSPA has appointed a committee for this purpose with John Reynolds (wholesaler) as chairman. The three other members are: Henry Trauscht (wholesaler), Edw. Gammie (manufacturer) and Don Teetor (manufacturer).

"Copy of this proposal has been mailed to the president of each of the above-named associations."

Trauscht is general manager of Evanston Auto Co., Evanston, Ill. Gammie, of Victor Mfg. & Gasket Co., Chicago, is senior vice-president of NSPA. Teetor, of Perfect Circle Corp., Hagerstown, Ind., is immediate past president.

Johnson Bronze Promotes Williams on Sales

APPOINTMENT of Charles A. Williams as vice-president-sales for Johnson Bronze Co., New Castle, Pa., has been announced by President E. M. Flaherty.

Formerly general sales manager of Cleveland Graphite Bronze Co., Williams was born and educated in England. He established a parts distribution company in Cleveland in 1936 and continued in business for himself until joining Cleveland Graphite in 1942.

Exide Appoints Donohoe

Vincent J. Donohoe of Huntington, W. Va., has been appointed district sales representative of Exide Automotive Division of The Electric Storage Battery Co. He will cover West Virginia, southern Ohio and eastern Kentucky.

"Bill Justice, our shop foreman for six years, has joined **GMC Diesel Marine,"** announced **Phil Sommerlad,** owner of **Motive Parts Co., Inc.,** Daytona Beach, Fla.

What makes customers come back for more?



They'll all come back if you give 'em the best. When it's a bearing job... *just tell 'em it's TIMKEN®!*

A barber shop to spruce up your customers, while you tuned up their cars might keep business humming at a good clip. But a much better . . . and more profitable . . . way to get a bigger cut of car service work is to let your customers know that you give them the best in workmanship and replacement parts. When it comes to tapered roller bearings, for instance, just tell 'em it's Timken®. It's the one name your customers *know* means quality in bearings. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario. Cable address: "TIMROSCO".

TIMKEN

TRADE-MARK REG. U. S. PAT. OFF.

TAPERED ROLLER BEARINGS



NOT JUST A BALL ○ NOT JUST A ROLLER ⊂ THE TIMKEN TAPERED ROLLER ⊂ BEARING TAKES RADIAL ⟨ AND THRUST →⊣← LOADS OR ANY COMBINATION

Luce's Havana Trip Shows Interest By Latin Americans in April Show

A PROMINENT Florida jobber's visit to Cuba last month has convinced him that hundreds of Latin American firms will be represented at the International Automotive Exposition at Dinner Key Auditorium in Miami April 25-27.

After contacting officials prominent in the automotive world in Havana, Marshal G. Luce of Electrical Equipment Co., Inc., Miami, commented:

"If we don't have 400 Latin American companies represented at the show, I will be disappointed."

During his three-day visit on the island he contacted and was assured full cooperation by Jose Perez Riva, president of the Automotive Division of the Chamber of Commerce of Cuba, which is similar to a national association in this country. Strong interest and a desire to participate came from other officials, including Louis Pesant of Electrical Equipment Co. of Cuba (founded by Luce's father and a partner but no longer connected with the Luce firm in Miami) and Fernando Lopez, publisher of *El Automovil de Cuba*, which has a circulation of 8,000 in the Caribbean.

Pan American Airways, the U. S. Department of Commerce and agents of manufacturers' representatives in Latin America are among others who have begun cooperating to arouse interest in the show, the Floridian said.

Gumersindo Gonzalez Alonso was appointed to represent the Cuban interests on the show's operating committee and will meet with other show officials soon to work out plans for handling the registrations of the international visitors, Luce announced.

He, M. D. "Buck" Taylor of Andalusia, Ala., president of the exposition, and Desmond Kelly of the Miami Convention Bureau plan a follow-up meeting in Havana late this month.

"The reception I got in Havana was better than I had expected," Luce said, "and I feel that they will be at the exposition 100%."

Approximately 125 wholesaler-importers are situated in Cuba alone, he pointed out.

The auditorium will house 390 exhibit spaces. Despite its mammoth size, plans are being shaped to arrange for a tent to accommodate late exhibitors.

MEMA Elects Officers; White Is President

J. D. WHITE of Triplex Corp. of America, Pueblo, Colo., has been elected president of the Motor and Equipment Manufacturers Association.

Named vice-president was R. H. Wilbur, The Kendall Co., New York, N. Y. C. W. Zimmerman, Zim Mfg. Co., Chicago, is secretary and C. P. Brewster, K-D Mfg. Co., Lancaster, Pa., treasurer.

Besides the above-named officers, the board of directors includes A. J. Bradley, Commercial Solvents Corp., New York; A. C. Bryan, National Carbon Co., New York; V. B. Day, Bear Mfg. Co., Rock Island, Ill.; E. G. Heeren, Permatex Co., Huntington Station, N. Y.; J. A. Kennedy, The Electric Storage Battery Co., Philadelphia; S. G. Phillips, The Dole Valve Co., Chicago; C. F. Stuhlreyer, The Grote Mfg. Co., Bellevue, Ky., and J. M. Wells, Ingersoll-Rand Co., New York.





Appointment of Robert W. Owen (top) as sales manager and Norman Hull-Ryde (bottom) as sales promotion manager of the automotive division of Wix Corp., Gastonia, N. C., has been announced by Vice-President and General Sales Manager Arthur Hull-Ryde. Both men have an established company background and immediately assumed their new duties.

●

New officers for Automotive Booster Club B-33, Charlotte, N. C., are (l. to r.): Fred H. Eakin, secretary; N. S. Williams, second vice-president; C. C. Campbell, president; C. F. Carter, Jr., first vice-president, and J. B. Ruark, who is the treasurer.



Guaranteed Ups Friedlander

Promotion of its west coast regional manager, Jack Friedlander, to sales manager has been announced by Guaranteed Parts Co., Inc., Seneca Falls, N. Y. Friedlander worked as a jobber salesman for five years before joining the company in 1951.

"Allen Martin, a high-type salesman, is back with us," announced **J. D. Winstead,** owner of **The Auto-Equip Co.,** Rocky Mount, N. C.

(More Jobber News on page 132)

NEW CATALOG

WITH MORE COMPLETE COVERAGE

NOW READY

PACKED WITH MORE PROFIT!





MOVE OVER TO THE MICHIGAN LINE NOW!

DETROIT ALUMINUM & BRASS CORPORATION

DETROIT 11, MICHIGAN

MANUFACTURERS OF ENGINE BEARINGS FOR ORIGINAL EQUIPMENT SINCE 1925

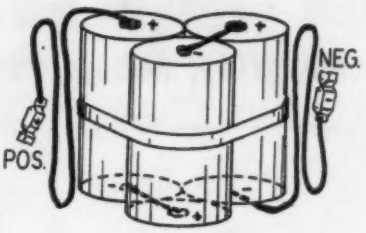


TIME SAVERS

Making Instruments Tester For 1957 Ford Products

ON THE 1957 Ford products, the fuel and temperature gauges operate on a "constant voltage" of five volts, this figure being maintained by means of a sealed voltage control unit connected between the accessory terminal of the ignition switch and the instruments.

It can be seen readily that if the voltage control functions improperly and allows the full voltage of the battery to reach the instruments, the readings can be expected to go "haywire." In such cases it is also apparent that some sort of tester is needed to furnish at least the approximate voltage required by the instruments. Such a tester is shown in the accompanying sketch.



The device shown can be made quickly and cheaply by soldering connectors to three flashlight batteries and connecting suitable leads to the outside cells. Such a unit provides approximately 4.75 volts—not quite the five needed but enough for practical testing purposes.

To use, leave the ignition switch in the "off" position and remove the black green-tipped wire from either fuel or temperature gauge, connecting one tester lead in its place and the other lead to a suitable ground. If the gauge then reads approximately correct, it is an indication that the voltage control unit must be replaced.—*Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.*

Eliminating Slack Feeling From Ford Accelerators

MANY Ford V-8s have a mushy feel to the accelerator pedal as if there were a lot of slack somewhere. This is caused by the arm on the accelerator cross shaft lying

STOP

WINDOW RATTLES

No. 489

CHAN'L-TITE

for HARD-TOPS, CONVERTIBLES, TRUCKS & BUSES

with Wide-Type Window Channels



1. CHAN'L-TITE *Relines Worn Channels*
2. CHAN'L-TITE *Banishes Glass Breakage*
3. CHAN'L-TITE *Keeps Window Glass Aligned*
4. CHAN'L-TITE *Insulates against Cold and Rain*

LIST EACH $1.50

New and Improved

No. 488

★ WINDOW-TITE ★

for All Cars and Trucks with narrow channels

EASY TO INSTALL

A PERMANENT REPAIR



Weather-strips Against Rain
Insulates Against Cold

Eliminates the rattle of windows due to excessive wear of original channel felt causing glass to contact the metal. It is installed between the edge of glass and old channel through the entire length of the window. Eliminates all rattles, regardless of what position the window is in.

LIST $1.25

ORDER FROM YOUR JOBBER

CHAMP-ITEMS INC. AUTOMOTIVE REPLACEMENT PARTS

CHAMP-ITEMS, INC. 6191 Maple Ave., St. Louis 14, Mo.



WEAVER DeLUXE "TWIN POST" LIFT WHEEL ALIGNMENT OUTFIT

does not limit valuable floor space to one type of service

You'll be amazed at all the profitable service you can render with the new Weaver Model WJ-114 DeLuxe "Twin Post" Lift Wheel Alignment Outfit . . . It takes up so little space . . . Does so many things – quickly and accurately

Under this new Weaver method the same Twin Post Lift can be utilized both for Wheel Alignment Service and for a wide range of additional mechanical services on passenger cars and light trucks.

When a service stall is equipped with a WJ-114 Outfit – it need not remain empty while waiting for more alignment jobs. It does not have to remain unused and idle as with old fashioned "Rack" or "Pit" type alignment Outfits. The Lift can be put to work for underchassis services ranging from lubrication and tire changing to major overhaul work on motors, transmissions, differentials, drive shafts, shocks, springs, mufflers and many others.

ALIGNMENT OUTFIT provides modern equipment that is easy to use. Fast operating Gauges give accurate readings for Camber, King-Pin Inclination, Caster and Toe – *all measured from the spindles.* Turning radius is checked by floor-level Gauges. Collectively the Outfit provides –

- **Instant Camber reading**
- **Fast reading for King-Pin Inclination, Caster, and Turning Radius**
- **Fast, accurate direct "Toe" reading**
- **Fast, accurate Camber and Caster Correction**
- **Easy correction of "Toe**

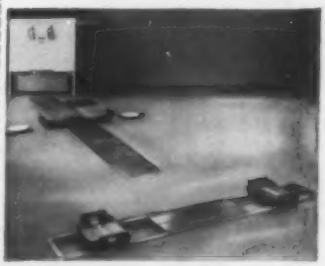


Easy does it-the WEAVER way

. . . Photo above shows wheel can be removed, and mechanic can see amount of correction for both Camber and Caster on the spindle-mounted 3-Way Alignment Gauge.



The Weaver Alignment Equipment Display Stand WJ-54 (shown above) is regularly furnished without wheels as part of WJ-114 Outfit...Portable Stand on wheels available at small additional charges as WJ-57 attachment.



COMPLETE WJ-114 OUTFIT

provides: 1 – Model EC-102 Twin Post Lift; 2 – WJ-55 Three-Way Alignment Gauges; 1 – WJ-56 Tru-Way Toe Gauge; 1 – pr. WJ-50 Turning Radius Gauges; 1 – WJ-40 Portable Wheel Alignment Tester; 1 – pr. WJ-96 Adjustable Wheel Chocks; 1 – WJ-54 Alignment Equipment Stand. If you have a passenger car size Weaver Twin Post Lift – ask your Jobber for Alignment Outfit WJ-124 to inexpensively make the equivalent of WJ-114 Outfit.

ASK YOUR WEAVER JOBBER **or write us for Bulletin SAJ-754**

WEAVER MANUFACTURING CO., SPRINGFIELD, ILL., U.S.A.

WEAVER

SERVICE SHOP EQUIPMENT

Complete Weaver line includes: Twin Post Lifts . . . Single Post Lifts . . . Unit Lifts . . . Bumper Lift . . . Car Washers . . . Wheel Alignment Equipment . . . Headlight Testers . . . Brake Testers . . . Wheel Balancing Equipment . . . Jacks . . . Wheel Dollies . . . and Air Compressors.

down too flat so that initial pressure on the pedal merely raises the throttle rod instead of pulling back on it.

Lengthening the throttle rod to raise the arm will lower the pedal position. To accomplish this, disconnect the throttle rod from the arm on the cross shaft and bend the end of the arm upward. Then lengthen the rod enough to compensate for the bend. This will make a wonderful improvement in the feel of the pedal.—*Victor McGee, L. E. Dick Motor Company, 415 North 7th Street, Mayfield, Kentucky.*

Hooking Rear Brake Shoe Return Springs on Nash

THE rear brake shoe return springs on Nash 40 and 10 series are very difficult to hook up after the shoes are in position because the hand brake link prevents the use of spring pliers or practically anything else.

To accomplish this put one shoe into position and hook up the spring with spring pliers before slipping the other shoe into place on the supports on the backing plate. This makes it easy.—*Victor McGee, L. E. Dick Motor Company, 415 North 7th Street, Mayfield, Kentucky.*

GOT A GOOD $7 IDEA?

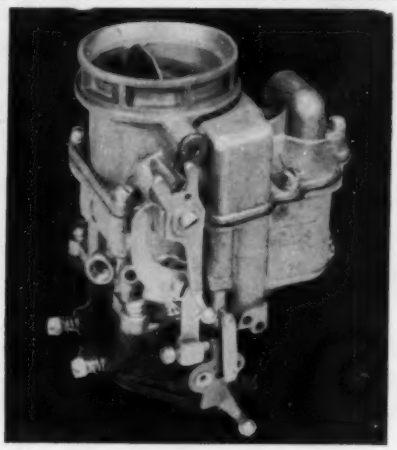
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KIMCO

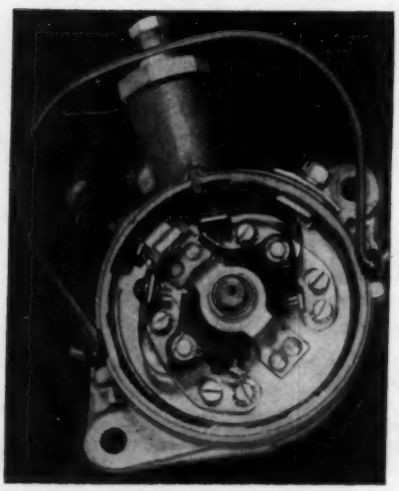
rebuilt Carburetors and Distributors assure you

CUSTOMER SATISFACTION

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More sales . . . greater profit through volume business . . . repeat sales through customer satisfaction—these are some of the big reasons for using Kimco rebuilt Carburetors and Distributors, plus the fact that they're completely precision-rebuilt for quality and durability. Kimco Carburetors and Distributors are rebuilt, tested and inspected to assure peak performance. Write today for complete information about Kimco Carburetors and Distributors . . . and the whole Kimco line of rebuilt auto parts.



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GENERATORS	
STARTER MOTORS	CLUTCH DISCS
ARMATURES	BONDED BRAKE SHOES
STARTER DRIVES	MASTER CYLINDERS
SHOCK ABSORBERS	WATER PUMPS
VOLTAGE REGULATORS	FUEL PUMPS
DISTRIBUTORS	CARBURETORS
CLUTCH PRESSURE ASSEMBLIES	

Starting Small Screws On Instrument Panel

STARTING screws around instrument panels and dash switches seems to get more difficult with each new model. Of course, there are excellent screw starters on the market, but when these are not available or won't do the job, here's a trick that saves a lot of time and temper:

If an electric soldering gun is handy, it takes only a few seconds to lightly "tack" a screw to the tip of any length screwdriver desired, using as little solder as possible. The resulting assembly can be pushed over and under as many wires and cables as are in the way without dropping the screw and once it is in place and tightened, breaking the soldered joint is an easy matter.—*Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.*

To Determine If Front Or Rear Spring Sags

IT IS sometimes difficult to determine whether the front or rear spring is at fault in the case of a "sagging" complaint.

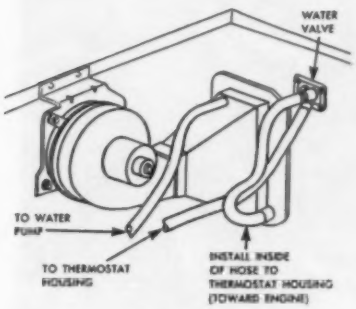
To isolate the problem, assuming the frame is all right, support the front of the frame on stands, allowing the rear of the car to rest on its wheels. Then measure the trim height of the two rear springs. Reverse the procedure to check front springs. It can be readily determined which spring has collapsed.—

Thomas J. Leary, Kelly Pontiac, Inc., 5801 Belair Road, Baltimore 6, Maryland.

Installing Heater Hose On 1957 Chevrolets

CHEVROLET Division has issued the following bulletin on installing 1957 passenger-car de luxe heater hose:

With colder weather now covering most of the country, there may be some complaints of improper heater operation from owners of 1957 de luxe heater installations. It has been found that, on early-production 1957 passenger cars, the de luxe heater hoses may



have been incorrectly installed. Correct installation is shown in accompanying illustration.

1.—The hose leading from the upper water valve connection to the lower connection of the heater core should pass inside (toward the engine) of the hose leading from the lower water valve connection to the engine thermostat housing. This method of installation will prevent the longer hose from coming in contact with the exhaust manifold.

2.—In some installations the hoses leading to the engine thermostat and to the water pump have been reversed. This reverses water flow and, of course, causes improper heater operation. Be sure that the hose from the upper heater core connection leads to the water pump and that the hose from the lower heater core connection leads to the engine thermostat housing as shown.

Private Truck Council Looks at Future

"PRIVATE Carriage—Vision for the Future" will be the theme of the 18th annual convention of the Private Truck Council of America, Inc., at the Sheraton-Jefferson Hotel, St. Louis, Mo., Jan. 31-Feb. 1, according to Managing Director James D. Mann.

The convention will open with a review of "The Birth and Development of Private Carriage," followed by a panel discussion between spokesmen for the railroads, motor common carriers and private truck operators. The afternoon session will be devoted to a "Workshop Forum."

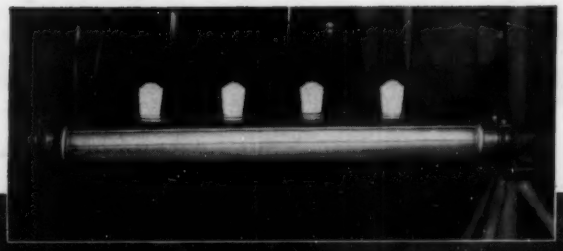
A "Manufacturer Meets Consumer" panel will begin the Feb. 1 morning session, discussing new developments in the motor truck field. "Truck Leasing" and "Reciprocity" are other subjects.

Virginians Choose Roanoke

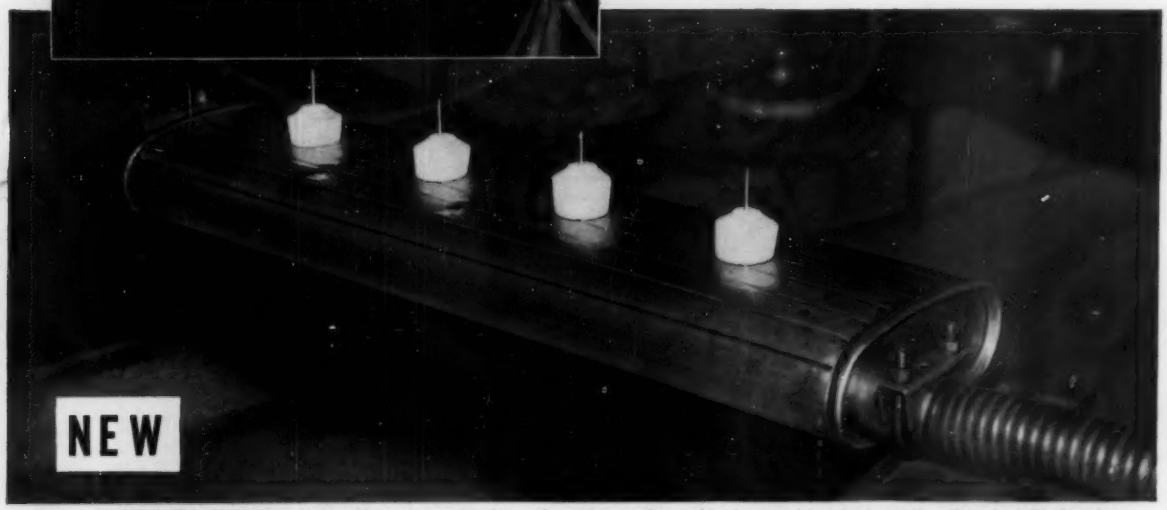
The Hotel Roanoke, Roanoke, has been chosen as the location for the annual convention of the Automotive Trade Association of Virginia Sept. 8-10, Executive Vice-President Charlie McFee announced. John C. Swanson of Danville is president.

HYDRAULIC VALVE TREATMENT
For Top Engine Performance
SAVES ON GAS
SAVES ON OIL
SAVES ON REPAIRS
CORRECTS!
Frees hydraulic valve lifters
Permits valve lifters to operate quietly
Dissolves engine sludge and varnish
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MARVEL HI-REV ORIGINAL HYDRAULIC VALVE TREATMENT
MARVEL MYSTERY OIL TOP CYLINDER LUBRICATION REINFORCED LUBRICATION
MAINTAINS!
Keeps valves and lifters free
Cools as it lubricates
Protects engine parts
Increases the life of your car
DO YOUR CUSTOMER A FAVOR! TELL HIM ABOUT THIS EASY Two-Step Treatment — He'll show his appreciation in repeat business!
Order from your jobber, or write to Dept. 172
EMEROL MANUFACTURING CO., INC.
242 WEST 69TH STREET, NEW YORK 23, N. Y.

NEW AP "DRI-FLOW" DESIGN SLOWS RUST-OUT, MAKES



In this test the new AP "Dri-Flow" model and a muffler of earlier design were installed on an engine dynamometer. Four candles were placed on each muffler, and the engine was run at a driving speed of 25 mph for a period of 10 minutes. The distribution of heat is clearly shown by the melting candles.



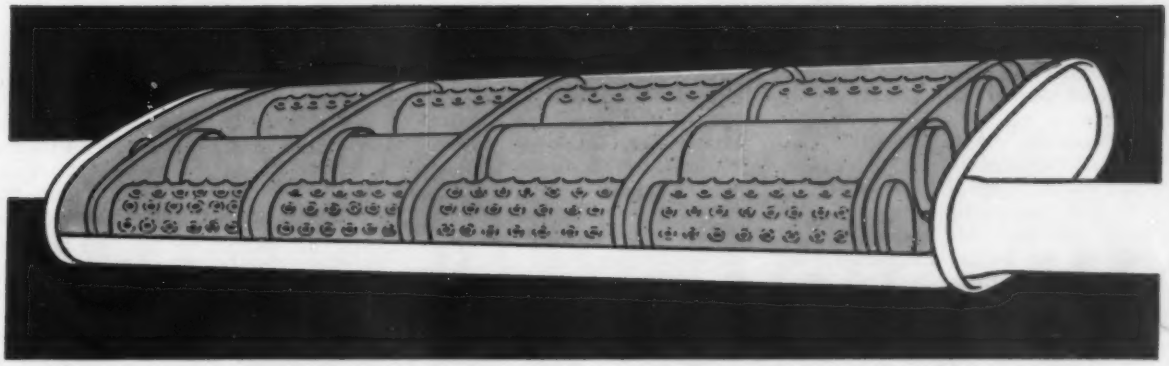
New AP "Dri-Flow" Design has uniform heat over its entire area, as shown by the evenly melted candles. Keeping all chambers at the same heat eliminates cold spots where excessive corrosive moisture collects. This revolutionary development, latest example of AP quality leadership, insures a much drier muffler. And with AP's heavier steels, this means an even longer-lasting muffler.



Hot-spot, cold-spot design of most mufflers, including this earlier AP model, is shown by the unevenly melted candles and the heat-darkened areas. Corrosive moisture from the exhaust fumes condenses in the cold spots, while the hot spots tend to burn out metal. This destructive combination attacks mufflers from the inside, results in short service life. The new AP design prevents this.

AP LONGER-LASTING MUFFLERS — DESIGNED FOR TODAY'S

HAS NO HOT OR COLD SPOTS, AP MUFFLERS LAST LONGER



New AP "Dri-Flow" Design retards condensation and internal corrosion, because the heat is distributed uniformly over the entire muffler. This moderate, even heat keeps the acid vapor moving harmlessly out of the tail pipe. At the same time, hot spots where burnout occurs are eliminated.



Hot-spot, cold-spot design of earlier mufflers condenses the acid vapor from the exhaust gases. More than a gallon of this acid-bearing water in the form of vapor passes into the exhaust system with every gallon of gasoline the engine burns. When this collects in the cold chambers it corrodes the muffler from the inside.

Short muffler life has become a major problem on millions of late-model cars. To help solve this problem, AP makes a much stronger muffler. For years, AP mufflers have had up to ⅔ heavier heads, ⅓ thicker shells. And many have asbestos liners or corrosion-resistant aluminized and zinc-coated steels. Now the new "Dri-Flow" Design which cuts down rust-out and internal corrosion is on more than 50 popular numbers, and is being added to others as fast as production permits. It's an unbeatable combination for longer muffler life: longer-lasting inside, longer-lasting outside. *Yet your customers pay no more for AP mufflers!*

Your customers will find that AP gives longer service, more power, better gas mileage, and surer protection from carbon monoxide. As a dealer, you'll find AP's years-ahead "Dri-Flow" Design easy to show, easy to sell with the sure-fire "Tap, Look and Listen" program.

THE AP PARTS CORPORATION

AP Building, Toledo 1, Ohio

Mufflers and Pipes • Miracle Power • dgf 123

HIGH-COMPRESSION ENGINES

Jobber News

(Continued from page 124)

Tennesseans Set April 7-8 For Gatlinburg Meeting

APRIL 7 and 8 at Gatlinburg will be the dates and site for the annual convention of the Automotive Wholesalers Association of Tennessee, Executive Secretary Keith Broyles announced.

Details as to the convention hotel and speakers will be announced later.

"Boosters, AAR's and other representatives of our manufacturers are invited to attend," Broyles said. "It will be spring in the Smokies and therefore an ideal time and setting, we feel, for a few days of relaxation, pleasure and business. Most of our people, I imagine, will bring their wives and will possibly arrive on Saturday, April 6, in order to enjoy a nice weekend vacation at the same time."

Burris M. Gibbs of Service Auto Parts Co., Inc., Knoxville, is president and J. Gordon Puckett of Winchester Auto Supply Co., Winchester, is vice-president.

Austin Latimer Added To NSPA Counsel

J. AUSTIN Latimer, a native of South Carolina and a former secretary to U. S. Senator James F. Byrnes (D-SC), has been appointed consultant on governmental affairs by National Standard Parts Association, Executive Vice-President J. L. Wiggins announced.

Latimer has practiced law in Washington since 1941. His broad experience includes eight years as special and executive assistant to Postmaster Generals James A. Farley and Frank C. Walker. He will be associated with the association's general counsel, Harold T. Halfpenny, and will headquarter in Washington.

Mountjoy Appoints "Vic" Bates

V. C. "Vic" Bates has been appointed manager of machine shop operation for Mountjoy Co. of San Antonio, Texas. Bates, whose experience dates back to 1918, was formerly superintendent for another jobber for 18 years.

Bossardt Succeeds Don McKim

Richard W. Bossardt has been promoted to general sales manager of F. & B. Mfg. Co., Chicago, succeeding Don McKim. For the last ten years he has been field sales manager and the preceding nine years he was with Yellow Coach Division of GMC. McKim was formerly executive vice-president of National Standard Parts Association.

B-6 Honors Glenn Moore

Glenn O. Moore of McQuay-Norris Mfg. Co. was chosen for the Bert Kaple trophy as "Mr. B-6" last month. Presentation by the donor, a past international president of Boosterism, took place at the annual party at Atlanta.

Savannah Firm Opens Branch

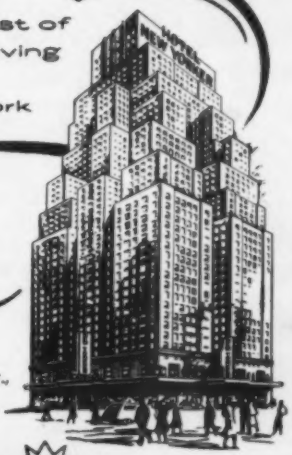
The 58-year-old The Frank Corp,. Savannah, Ga., opened its first branch in Beaufort, S. C., Jan. 1. The branch store occupies 2,000 feet of floor space in a two-story building at 1301 Boundry St.





The Crest of Good Living comes to New York

The New Yorker



JOSEPH MASSAGLIA, Jr., President
CHARLES W. COLE, General Manager

34th Street at Eighth Avenue

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MASSAGLIA HOTELS

HOTEL Miramar and Bungalows
SANTA MONICA, CALIF.
WILLIAM W DONNELLY, Manager

HOTEL Raleigh
WASHINGTON, D. C.
JOHN F SCHLOTTERBECK, Manager

HOTEL Sainte Claire
SAN JOSE, CALIF.
STEEN WEINOLD, Manager

HOTEL Bond
HARTFORD, CONN.
GRIFFITH R. DAVIES, Manager

HOTEL Wilton
LONG BEACH, CALIF.
ALVIN C. MOEHLER, Manager

HOTEL Sinton
CINCINNATI, O.
JOHN SCHEIBLY Manager

HOTEL El Rancho
GALLUP, N. M.
MARTIN L HANKS, Manager

HOTEL Sherwyn
PITTSBURGH, PA.

HOTEL Franciscan
ALBUQUERQUE, N. M.
FOY D SENN, Manager

HOTEL Park Lane
DENVER, COL.
MILTON J FRAMPTON, Manager

and in HAWAII... WAIKIKI Biltmore HOTEL
RICHARD D. SCHOFIELD, Manager HONOLULU

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World-Famed Hotels Teletype Service Television

CAN'T BE BEAT for "beat-up" body-BEAUTIFYING!



JET-ACTION Bondo
Plastic-Fiberglass Paste

makes "wrecks" like new!

BONDO was no "accident". This modern miracle in auto body repair is the result of tireless research in our own laboratory as well as in field tests under all conditions. This miraculous fiberglass paste filler hardens like rock, makes auto body repairs of dents, fractures and "cancer" (corrosion) stronger and better than new in a matter of minutes . . . does it faster and easier than ever dreamed possible!

If you haven't blessed your auto body repair profits with this modern miracle, WIRE or WRITE TODAY for full details and the name of your distributor.

JAYCEE CHEMICAL CORP., Northford, Conn.



Kiel Auditorium will play host May 9-12 to more than 250 displaying manufacturers at the Midwest Automotive Trade Show.

Midwest Show Expects To Attract 50,000

MORE than 50,000 members of the automotive trade are expected to witness the Midwest Automotive Trade Show being held in Kiel Auditorium, St. Louis, May 9-12, according to Jos. L. Haenny, manager.

Over 250 manufacturers of aftermarket products will be exhibiting. More than 500 wholesalers are sponsoring the show.

"This is going to be a really big and colorful show," said the manager. "We plan to have something of interest and value for every one of the more than 50,000 members of the automotive trade this show is going to attract.

"For the exhibiting manufacturer we are offering the profitable opportunity to meet and present his product story to the scores of sales leaders who will be at the show to represent a rich ten-state midwestern market of over 12,000,000 vehicles.

"For the buyer, the wide-awake jobber, we will create a ready-made marketplace where he can see and compare literally hundreds of new products, merchandising plans and sales techniques vital to his own operations.

"Even the guests of the jobbers —the service station operators, the garage owners, service parts salesmen, etc.—are going to be exposed to many new ideas by their jobber-hosts and to the pre-selling efforts of manufacturers who will recognize them as ultimate customers."

Motive Parts Co., Inc., Daytona Beach, Fla., has added the **Sherwin-Williams** line of **Exlon** colors and will hold a clinic soon to determine general response, according to Owner **Phil Sommerlad.**

* * *

"Our new employes are **Bill Stikeleather,** warehouse, and **Ernest Greene,** counter," reported **O. L. "Pete" Garner,** secretary-treasurer of **Hayes & Hopson, Inc.,** Asheville, N. C.

* * *

"We have hired **Don Jackson** and **Benny Spry** as salesmen and **Marvin Whitman** as mechanic," reported **L. W. Chambers,** owner of **Chambers Auto Supply,** Princeton, W. Va.



Do Your Work Easily with PROTO's New Improved Flat Wrenches



CHECK THESE FEATURES!

Balance... Proportion... Design • PROTOLLOY Steels • Good Obstruction Clearance • Tough, Non-Slip Finish • Plainly Marked Openings

PROTO Flat Wrenches are truly "professional quality" tools, made of specially forged alloy steel, carefully heat treated. Designs are based on scientific study to make them as slim as possible for convenience in tight places, yet reinforced properly where it counts to eliminate breakage.

And... you'll find that every flat wrench in the extensive PROTO line of types and sizes is unusually comfortable, feels right, reduces hand fatigue. Beautifully finished tools you'll be proud to own. See your nearby PROTO dealer today. Send 10¢ for catalog of entire tool line to

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Eastern Factory, Jamestown, N.Y. • Canadian Factory, London, Ont.

A. NEW! Whitworth Combination Box & Open End Wrenches. Four sizes commonly used on foreign automobiles and motorcycles. Whitworth openings, 3/16" to 3/8". Lengths, 5¼" to 8¼". Satin chrome plated.

B. NEW! Long 6-Point Box & Open End Wrenches. Provide greater gripping area for heavier torque loads. 5/16" to 9/16" openings. 5¾" to 9⅛" lengths. Satin chrome plated.

C. NEW! Ratcheting 12-Point Box Wrench. For oil filter work on new cars. 5/8" to ¾" openings. 8-1/16" long. PROTO line now includes 6 tools in this series.

D. NEW! Double Head 12-Point 15° Box Wrench. Meets Mil. Spec. Designed for use on elastic stop nuts. Openings, 7/16" to 17/32". Length, 5¼". Satin chrome plated.

A5686

PROTO® TOOLS
PROTO means PROfessional TOols



The 1957 officers of Automotive Affiliated Representatives include (l. to r.): Ed L. Lee of New York, executive secretary; Claude E. Sharp of Detroit, president; J. Austin Elliott of Vancouver, first vice-president; J. McEwen Cherry of Nashville, Tenn., second vice-president; Harry G. Kitchin of Richmond, Ind., treasurer, and Harry C. Younger of Pasadena, Calif., secretary. Among the trustees are W. Frank Russell of Dallas, Texas, the retiring president. G. Walter Klier of Atlanta, Ga., was named alternate trustee. Ben M. Asch of New York is chairman of the board. The annual meeting was held last month at Chicago.

Ken Stout Resigns And Joins Burk

KEN Stout has resigned as general sales manager for the Unit Parts Co., Oklahoma City, Okla., and will represent the B. B. Burk Co., manufacturers' agents of Dallas, Texas, in a sales capacity in Oklahoma.

The resignation was tendered Nov. 23 to become effective Dec. 31, but was not announced until late December. Stout had been connected with Unit Parts for ten years, the last six as general sales manager. He has been in the automotive aftermarket since 1925.

Unit Parts concentrates on rebuilding exchange units in the replacement parts field, specializing in clutch plates and assemblies, but including a dozen other items. Bob Boulton, son of the founder, the late Bill Boulton, has assumed the sales position which was vacated by Stout.

B. B. Burk is one of the older, solidly established and successful agency setups in the Southwest.

SELL THE LINE THAT SELLS THE BEST...

6 Volt—12 Volt
& Combination Models



Model 7312
12 Volts

ESS BATTERY CHARGERS

Ideal For Boats, Outboard Motors

Sure-fire starts mean sure-fire sales. You get both when you sell ESS Battery Chargers, a "must" for every car owner. Ten models, from battery carts to battery boosters, from 50 to 4 amps., from $100.25 to $9.30, all with automatic reset fuses, are available. Typical of the line is the popular 12 Volt Model 7312. Charging rate starts at 7 amps. on a dead battery, tapers down to 3 amps. as the battery becomes fully charged. Charger delivers up to 55 amp-hrs. overnight. An easy-to-read meter shows the charging rate. Complete with the automatic reset fuse *that cannot harm your battery*, the Model 7312 measures 7¼"x7¼" x6". ESS Battery Chargers are easy to stock, easy to move.

ELECTRIC SERVICE SYSTEMS, INC.
1346 Quincy Street N.E.
Minneapolis 13, Minn.
Phone: FE. 8-3801

Snugl WHEEL WEIGHTS



Fits 13", 14", 15", and 16" Rims

Fits Tubeless and Conventional Tires

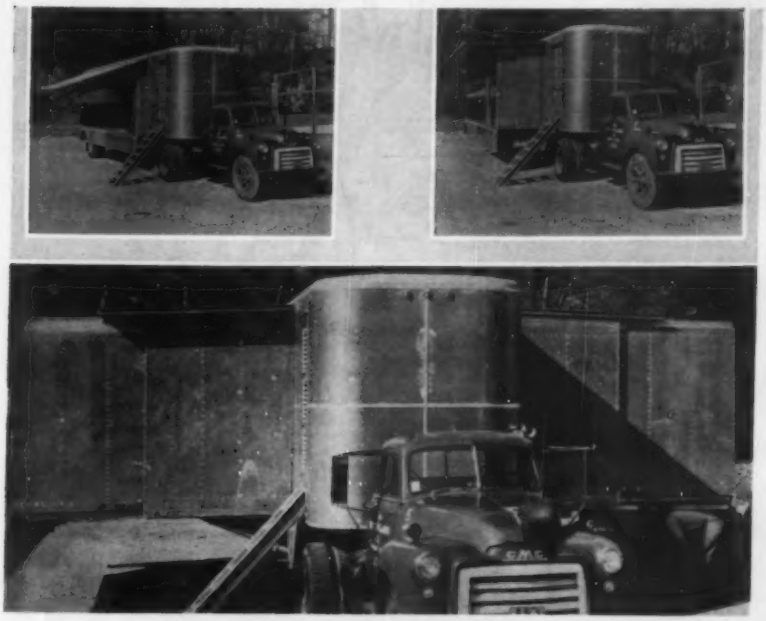
No Extra Inventory
No Obsolete Stock

Ask your jobber for FREE 2 Removal Tool — or write direct

Snugl WHEEL WEIGHT **MFG. CO.**
Division of Mid-Western Auto Parts
KOKOMO, INDIANA WHITTIER, CALIF.

Automotive NEWS BRIEFS

(Continued from page 15)



Built with more than 12 tons of Alcoa Aluminum, the "trailer that grows" expands to more than five times its on-the-road dimensions at the touch of a button. Manufactured by the Gerstenslager Co. of Wooster, Ohio, the trailer is transformed into a room the size of a small home in five minutes. It reportedly opens new housing possibilities to the armed forces, private industry and trailer buyers. Its 150 square feet of space can be opened out to a total of 780.

Arkansas Garagemen Elect Blatter President

WM. W. Blatter has been elected president of the Arkansas Auto Service Association.

James H. McCarroll is first vice-president, Del Summers, second vice-president, and Wm. R. "Pop" Mayfield, secretary-treasurer.

Directors elected to 1958 are Wm. H. Rudd, Jr., and Roy Pruett; to 1959, Lonnie W. Reed and L. O. Kittle, and to 1960, Fred Walloch and Louie F. Short.

Central Virginians Give To "Stop Arthritis"

EQUIPMENT to assist arthritic patients was donated to the Virginia Chapter of the Arthritis and Rheumatism Foundation as a Christmas gift in the name of their friends and customers by members of the Central Virginia Automotive Wholesaler Association. Participating were:

Arthur's Electric Service, Inc., Automotive Wholesalers, Inc., Condrey Motor Parts, Inc., B. T. Crump Co., Inc., Dixie Wheel Co., Inc., Dixie Wheel Co. of South Richmond, Inc., Goddin and Cayton, Inc., The Kline Co., Motor Parts Corp., Park Accessory Supply, Inc.

Richmond Auto Parts, Inc., Richmond Battery and Ignition Corp., Seventh Street Parts Co., Spear Auto Supply Co., Standard Parts Corp., R. H. Stoltz Co., The G. G. Moss Co., Inc., Virginia Auto Parts Corp. and Virginia Automotive and Electric Corp.

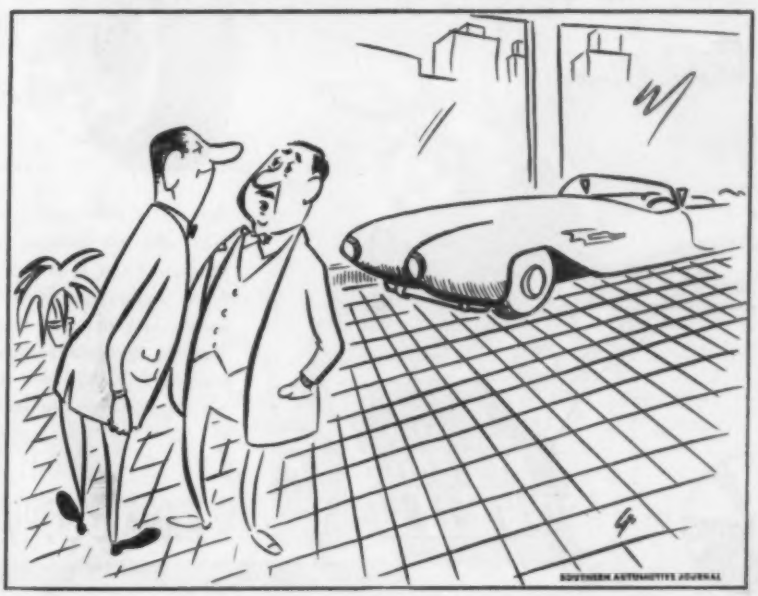
Sid Wrightsman Joins Editorial Staff

SID Ray Wrightsman, Jr., 34, a bachelor of journalism graduate of the University of Texas, became associate editor of SOUTHERN AUTOMOTIVE JOURNAL Jan. 1.

His duties will call for travel in search of material of prime interest to the 32,500 subscribers over the South and Southwest—the highest paid circulation of any industry journal covering the 19 states and District of Columbia.

He has been with an oil company as editor of its publication and earlier handled editorial and public relations duties with the Galveston (Texas) *Tribune*, the Arkansas Medical Society and Medical Association of Georgia.

"We'll have to put brassieres on them for shipment to Boston."

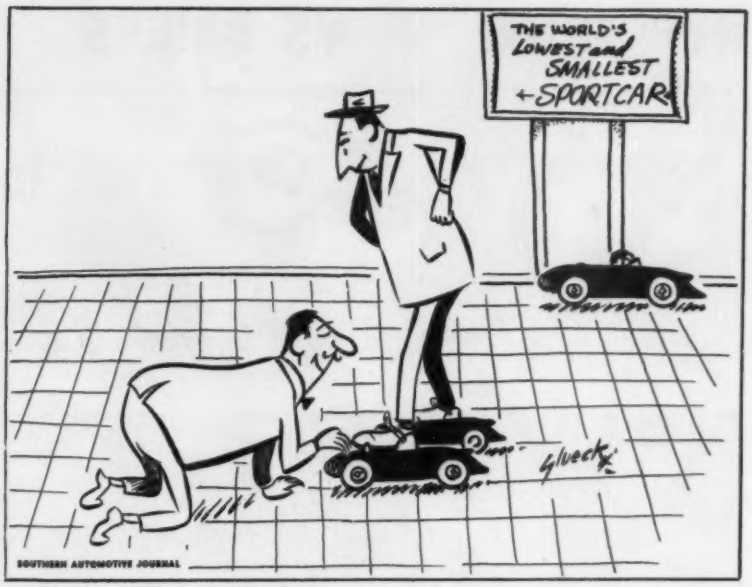


Winston-Salem Group Shells out $1,500

CHECKS totaling $1,500 were presented last month by the Winston-Salem (N. C.) Automotive Wholesalers Association to the Forsyth Cancer Service, the Forsyth Heart Society and the Children's Center.

Money for cancer and heart will go to local research. The Children's Center will use its money to purchase equipment for cerebral palsy victims.

The association is composed of Brake Service Co., Brown Supply Co., Devlin Supply Co., Inc., Parker Auto Parts Co., Smith Distributing Co., Southern Bearings and Parts, Twin City Auto Parts, United Automotive Service, Inc., and Waughtown Paint and Auto Supply Co.



"Tri-Power" Carburetion Offered by Pontiac

FOR new-car buyers who desire extra engine power and performance, Pontiac Motor Division is offering triple two-barrel carburetors as a special equipment option on its V-8 engines.

Providing a unit reportedly having the fuel economy and idling characteristics of a standard two-barrel system, the "Tri-Power" equipment is available with Hydra-Matic transmission only and boosts engine output to 290hp.

Supplying added power only when needed, the new unit consists of three carburetors of the multiple venturi side bowl arrangement type.

New!

COLD VULCANIZING
TUBELESS TIRE REPAIR

On the Wheel



● QUICK
● SIMPLE
● PERMANENT

Here is a safe and simple way to repair punctures in tubeless tires with no danger of damaging the tire bead which might happen when a tire is demounted, particularly with hand tools. Rema plugs, compressed into a thin metal tube, are easily inserted into the puncture by means of a special gun which also supplies the cold vulcanizing cement. When the metal tube is retracted, the plug will expand to its original diameter producing an absolute airtight seal which will last as long as the tire.

Also a full line of cold vulcanizing tube patches, valve replacements and tire boots

REMACO, INC. ● 11 PARK PLACE NEW YORK 7, N.Y.

NEW FORMULA

REG. U. S. PAT. OFF.

SCOTCH
BRAND

MASKING TAPE

with the

Magic Touch!



PRODUCT OF 3M RESEARCH

YOU ASKED FOR IT! A masking tape tailored to meet today's high-speed masking requirements. And here's your answer—*new formula* "SCOTCH" Brand Masking Tape with the exclusive MAGIC TOUCH. It goes on so easy . . . sticks so tight . . . comes off so clean.

USE NEW FORMULA "SCOTCH" Brand Masking Tape with the MAGIC TOUCH for all your repaint work. It's the *surest* way to turn out top-notch two-tone and all-over paint jobs! Order the rolls with the bright plaid cores from your 3M jobber. Better do it *today!*

Only "SCOTCH" Brand Masking Tape has the *Magic Touch!*



GOES ON SO EASY!



STICKS SO TIGHT!



COMES OFF SO CLEAN!

Only NEW FORMULA "SCOTCH" BRAND does all three!

The term "SCOTCH" is a registered trademark of Minnesota Mining and Manufacturing Company, St. Paul 6, Minn. Export Sales Office: 99 Park Ave., New York 16, N.Y. In Canada: P. O. Box 757, London, Ontario.

3M COMPANY

Designer Preston Tucker Dies in Ypsilanti

PRESTON Tucker, 53, designer of the revolutionary "Tucker Torpedo," died last month in a hospital in Ypsilanti, Mich.

A model of the "Torpedo" unveiled in 1947 included such features as front fenders which turned with the wheels allowing headlights to follow the turn, and torque converters that would eliminate the need for a drive shaft, differential or rear axles. It was branded an "engineering monstrosity" by the Securities and Exchange Commission and never went into production.

"Miss Majorette" Performs For Columbia Dealers

CAROLYN Willis, "Miss Majorette of America," was a featured performer at the annual Christmas celebration and installation of officers of the Columbia (S C.) Automotive Trades Association.

W. R. Matthews, general manager of King Pontiac, was installed as president. Sam W. Jones of Hampton Motors is vice-president; T. E. Barham of Universal CIT, secretary-treasurer; A. Mason Gibbes of Gibbes Machinery Co., legislative chairman, and Robert T. Clarke, Jr., of Central Chevrolet Co., program chairman for the group.

The board of directors includes retiring president H. Trudell Yonce, Yonce Nash Motors; Marion Burnside, Jr., Marion Burnside and Sons; J. N. Pulliam, Pulliam Motor Co., and Ross Durham of Atlas Finance Co.

Aluminum Industries Buys Wisconsin Machinery

PURCHASE of Wisconsin Machinery and Mfg. Co., pioneer manufacturer of cast iron pistons, cylinder sleeves and aluminum pistons, by Aluminum Industries, Inc., Cincinnati, O., has been announced by the latter company's president and general manager, Harrison O. Ash.

"The purchase of this large automotive parts producer and its operation as a division of Aluminum Industries," said Ash, "substantially expands our production capacity. It is expected to increase our annual sales volume by over $3,000,000."

Kansan Is Twice Winner In AC Sales Contests

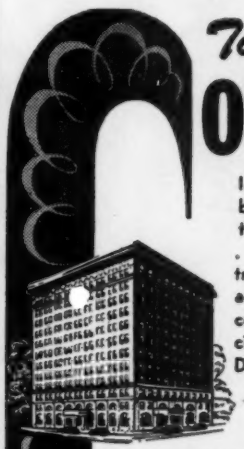
EDMOND Wallace, garage mechanic of Emporia, Kan., was a winner in each contest sponsored by AC Spark Plug Division of General Motors leading off its fall spark plug and oil filter sales campaigns.

Ten Corvettes were the awards in the spark plug contest and 40 "Bowl-arama" trips to the New Year's Day football game at the Rose Bowl were given in the oil filter contest. Other Corvette winners included Charles E. Covington, Mangum, Okla.; Harry H. Kaufman, Baltimore, Md., and J. W. Ratley, Florence, S. C.

GM Appoints Bramblett

Appointment of Earl R. Bramblett as director of labor relations for General Motors has been announced by Louis G. Seaton, vice-president in charge of the personnel staff. A native of Cumming, Ga., Bramblett has been a member of GM's personnel staff in Detroit since 1936. He joined the corporation in 1928 as an hourly-rate worker with Chevrolet.

EVERY 7th CAR
NEEDS A
NEW MUFFLER
MAKE IT A
HAVILAND MUFFLER
FOR CUSTOMER SATISFACTION
QUALITY TESTED AND ACCEPTED
Write Dept. 7
Arnold Haviland Company, Defiance, Ohio



Tops in Everything
CONVENIENT
Ideally located in St. Louis, two short blocks from the Union Station and in the center of the Wholesale District . . . Preferred, always by experienced travelers because of its outstanding advantages— Every room with combination tub and shower . . . and circulating ice water. Delicious food . . . cheerful service.
AIR-CONDITIONED ROOMS
350 rooms from $3.50
HOTEL LARIDGE
ERNIE SIMONS General Manager
LOCUST ST. AT EIGHTEENTH
Free Parking
ST. LOUIS
MEMBER THE DINERS' CLUB



Georgia became the 20th state, at this meeting in Atlanta Jan. 3, to affiliate with the Independent Garage Owners of America. Aside from the garagemen from the Greater Atlanta area, in this group are some IGOA members from Birmingham and Chattanooga. H. F. Reagin (numeral "1") said that a movement would be launched to expand the present membership of around 30 to a state-wide body. Ralph H. James (2) of Tulsa, Okla., executive director of IGOA, addressed the group and cited the guiding principles upon which the national movement had been founded. Other speakers included Luther Turner of Chattanooga (3) and James Mitchell (4) of Birmingham. Other guests included L. E. England (5) of Birmingham and Clarence Gledhill (6), a Chattanooga garageman.

South Carolina Dealers Shove for Members

A WEEK-LONG, statewide membership campaign aimed at achieving 100% association participation among the state's franchised new-car and -truck dealers was scheduled this month by the South Carolina Automobile Dealers Association.

Set for Jan. 11-18, the drive was to be conducted on county and franchise levels.

C. C. Goodwin (Buick), of Sumter, an association director and a former convention chairman, is general chairman of the drive. W. E. Hancock, Jr. (Buick), of Columbia is president and Mrs. Ella W. Ford is executive secretary.

The association's annual legislative and business meeting will be held in Columbia at the Jefferson Hotel Jan. 17.

Ryder System Purchases 1,000 Dodge Trucks

A CONTRACT for 1,000 Dodge trucks of all types—one of the largest civilian truck orders on record—has been placed by Ryder System, Inc., national truck rental firm and motor freight carrier.

The trucks will be used by the truck leasing and rental divisions of the company and in over-the-road carrier operations by the Great Southern Trucking Co., a Ryder subsidiary, President James A. Ryder said.

L. F. Desmond, vice-president of Dodge, said delivery of the first of the 1,000 trucks would begin this month.

Ryder System, Inc., grew from a one-truck hauling business established in Florida in 1934 by James A. Ryder. He entered the truck rental field in 1939 with 31 vehicles and by 1949 operated more than 1,000 trucks. The firm acquired Great Southern Trucking Co. in 1955.

Ford Reaches 500,000 In Three Months

ON JAN. 3, three months to the day after the first 1957 Ford cars were unveiled, the 500,000th unit was produced somewhere in the division's 15-plant network.

The heavy overtime and high production rate resulted from an unprecedented demand for the new models, according to R. S. McNamara, Ford Motor Co. vice-president and Ford Division general manager. The division produced 155,652 cars in December, breaking its all-time production record for that month, McNamara said.

Raleigh Group Elects Rawls

Guy W. Rawls, Jr., Rawls Motor Co., has been elected president of the Raleigh (N. C.) New Car and Truck Dealers Association. Jack Campbell, Campbell-Honeycutt, is vice-president and Dorman Morris, First Citizens Bank and Trust Co., is secretary-treasurer. Immediate Past President Rupert Atkins, Atkins Motors, was elected a director.

Anson County Tarheels Elect

The recently organized Anson County (N. C.) Automobile Dealers Association has named J. J. Register, Register Motor Co., president; Robert Faulkner, Faulkner Pontiac Co., vice-president, and Harry Huntley, Huntley Buick Co., secretary-treasurer.

"One final word: when in doubt, exchange it."





This 1957 Mercury Convertible Cruiser—the most powerful pace car in history—will lead the nation's 33 fastest racing cars across the starting line next Memorial Day to open officially the 41st running of the annual 500-mile race at the Indianapolis Motor Speedway. Francis C. "Jack" Reith, general manager of Mercury Division, is behind the wheel of the 290hp car which he will drive to start the race. Beside him is Anton Hulman, Jr., Speedway president, who will give the starting signal to the drivers.

●

Petroleum Supply, Demand Hit New Peaks in '56

PETROLEUM supply and demand broke records in 1956, significant of the industry's persistence and long-range planning, which began to pay off again in the waning weeks of the old year.

In the last two months of 1956, Western Europe received increasing quantities of American oil in a volume sufficient to help tide the free countries through the winter months and the post-Suez crisis.

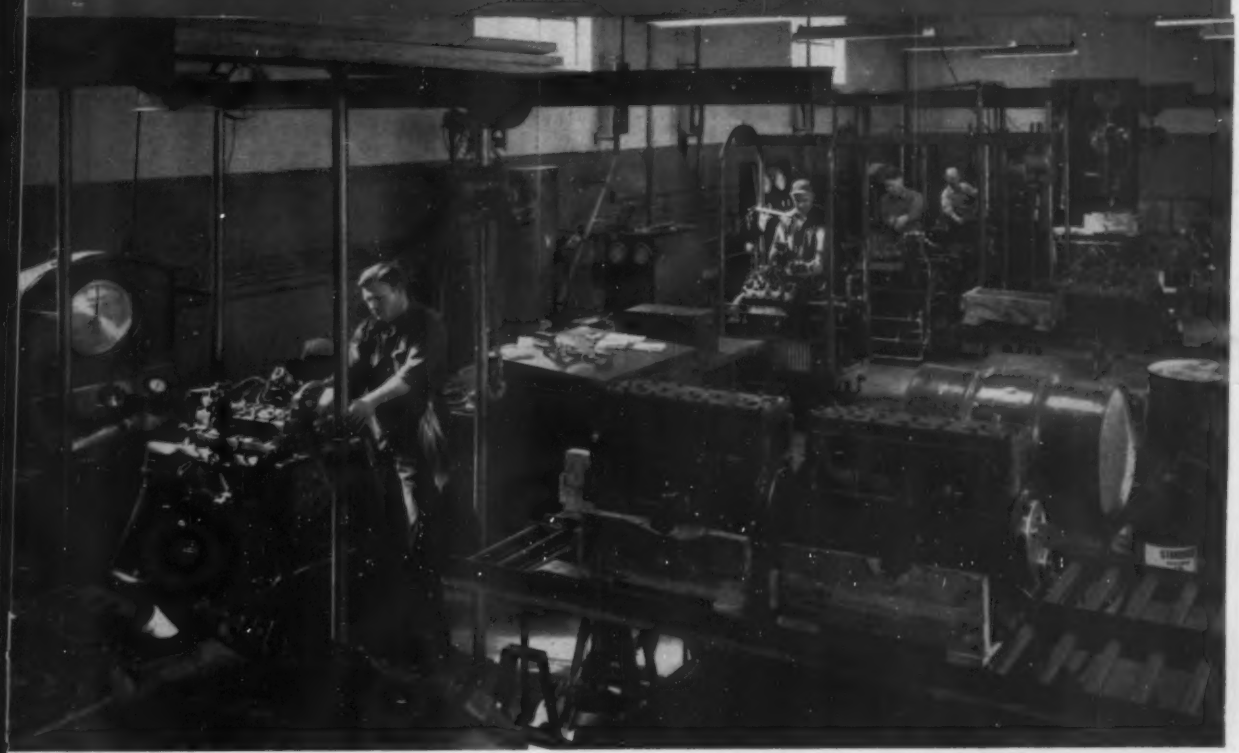
The European shipments were initiated at no cost to American comfort or peace of mind where its own petroleum supplies were concerned. Despite the tightness of the European oil pinch, U. S. executives and government officials alike felt sure that the situation contained neither shortage nor rationing threats for American consumers.

All this was possible, according to Frank M. Porter, president of the American Petroleum Institute, because U. S. oil men and oil companies never ceased in their modernization and expansion programs.

Total supply and demand, including imports and exports, exceeded nine million barrels a day for the first time in history. This represented an increase of 490 million barrels a day over last year.

The only shop in town
that doesn't need a . . .
Silver Beauty ®
model 275
completely automatic
6 and 12 volt charger
75 and 50 amperes
UL and CSA approved
unconditional guarantee
sold thru jobbers
TRIPLE A SPECIALTY COMPANY • CHICAGO 12, ILL.

Exchange engines are BETTER than ever!



Rogers remanufactured engines are DYNAMOMETER-TESTED!

Why spend days overhauling engines? Install DYNA-OMETER-TESTED Rogers Remanufactured Engines and t the car out in one day! Rogers engines are fully-arranted to give your customers the finest new-engine rformance at *exchange engine cost*. Each engine is manufactured from the block up on a production line sis, using factory techniques and equipment.

New parts meet original equipment standards. When e remanufacturing is completed, each engine is run-in der its own power and DYNAMOMETER-TESTED to sure it meets the rigid requirements demanded of *any* engine bearing the ROGERS nameplate. Save time . . . save labor . . . increase profits. Install exchange ROGERS REMANUFACTURED ENGINES. Serving the Southeast only! Write for the name of your nearby ROGERS dealer.

Look for this nameplate on the exchange engines you install

ROGERS Remanufactured ENGINES

300 Hunnicutt St., N.W., Atlanta, Ga.

Your reputation rides with the engines you install

Sport Cars to Spark NASCAR's Events

A SERIES of major sports car races at the nearby New Smyrna Beach airport course are scheduled for Sunday, Feb. 10, as an added feature of the eighth annual NASCAR International Safety and Performance Trials to be held Feb. 3-17 at Daytona Beach, Fla.

Paul Whiteman, popular band leader from New York City, will again supervise the sports car activities for the trials, according to a joint announcement made by NASCAR President Bill France and Tom McCahill, director of the trials. Whiteman has also been named director of the race program scheduled for the 2.4-mile blacktop course at New Smyrna Beach airport.

Claude Haycraft, Jr., of Tampa has been selected as assistant director of the program.

The New Smyrna Beach races, open to qualified members of all sports clubs, will include three heat events and a 95-mile feature. It will be possible for the sports car drivers to compete in the Sunday race and also take part in activities over the measured-mile course.

The sports car activities will be supplemented with trials over the beach for all types of automobiles, starting Sunday, Feb. 3, and the program will be climaxed with the annual three stock car races over the 4.1-mile beach and road course.



"Now a thing like this certainly teaches a fellow about working on automatic transmissions. This is my fifth lesson."

300hp Supercharged V-8 Ready for Fords

A NEW 300hp supercharged V-8 engine was announced this month for all 1957 Ford cars and the Thunderbirds.

Ford Division notified Ford dealers that production had begun on the Thunderbird 312 supercharged V-8 engine, which will be sold as an optional extra feature with a suggested list price of $447.40.

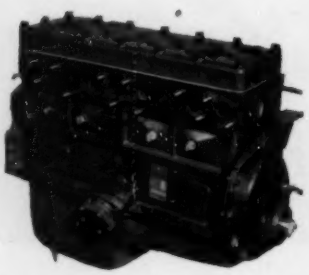
The engine replaces a dual four-barrel carburetor Thunderbird V-8 rated at 285hp which Ford formerly had offered as its most powerful engine choice for 1957.

With the new centrifugal-type supercharger installation, the engine no longer relies on intake manifold vacuum to draw fuel through the carburetor. Instead, the fuel-air mixture is blown into the cylinders. The result reportedly is a flexible, smooth engine at any speed, plus more horsepower and greater acceleration without increase in engine size.

★★★★

FOUR STAR ENGINES

The Best Remanufactured Engines Ever Offered



With FOUR STAR ENGINES You Know You Get

- ★ SOUND BLOCKS . . . no blocks used with repaired or welded valve ports.
- ★ All new pistons, pins, rings, rod bearings, main bearings, camshaft bearings, timing gears or chains, exhaust valves, intake guides, gaskets.
- ★ Precision Remanufactured Connecting Rods, completely reground and polished crankshafts with all main journals the same size and all rod journals the same size, all rebored and micro-honed cylinders, remanufactured oil pump.
- ★ A DEPENDABLE WARRANTY backed by a Responsible Company.

CENTRAL STATES SALES, INC.
HUTCHINSON, KAN.
Warehouses
Dallas, Tex. Kansas City, Mo.



Carlyle Fraser Appointed To Fulton Commission

CARLYLE Fraser, founder and chairman of the board of Genuine Parts Co., Atlanta, Ga., has been named to the Fulton County (Atlanta) Commission to serve the unexpired term of resigning Commissioner Tom Camp.

Long prominent in Atlanta and Fulton County as a businessman and civic leader, Fraser has never held political office. He did not seek the job they asked him to take, the commissioners said. However, he pledged his full cooperation to the other members of the commission, which administers affairs of the county.

Kansas City Group Keeps Officers Another Year

OFFICERS and directors of the Automotive Trades Association of Kansas City, Mo., have been retained for the coming year. They are:

Fred Kessler, president; John Marino, vice-president; Curt Penson, secretary; Eddie Fuller, treasurer, and Fred Schieszer, sergeant-at-arms. Directors are H. C. Peterson, Opel Ritter, George Anderson, Robert Corriston and Evert Broyles. Ray Lloyd is the manager.

Lincoln's 1956 Sales Top All Records

LINCOLN Division of Ford Motor Co. finished the most successful year in its 34-year history with a production total of about 47,600, compared with the previous record of 43,688 set in 1948.

Total retail deliveries, not completely tabulated at press-time, will top the previous high of 38,587, set in 1953, by approximately 8%, according to Ben D. Mills, division general manager.

Pontiac Sends Schoon To Charlotte Post

WARREN E. Schoon has been named Charlotte, N. C., zone manager for the Pontiac Motor Division, succeeding C. F. Devereaux, who retired under the General Motors retirement plan.

Schoon, who is a member of the Pontiac zone dealer council, joined the Buick Division in 1946, resigning in 1950 to join Schoon Motor Co. (Pontiac) in Luverne, Minn.

Thor Power Tool Opens Richmond Branch

A BRANCH office of Thor Power Tool Co. was opened this month at 2024 Chamberlayne Ave., Richmond, Va., to serve most of Virginia, the southern part of West Virginia and all of North Carolina, an area formerly served by the Philadelphia branch.

Kenneth V. Bennett, a native of Virginia and former Philadelphia district service engineer, is manager of the new branch.

The Richmond operation is the first Thor branch expansion in 1957 and brings the number of field offices to 27. Five branches either were opened or moved to new, larger quarters in 1956.

Atlanta SAE Hears Jackson

Robert Jackson of Perfect Circle Corp. was speaker on the program of the January meeting of the Atlanta (Ga.) Section of the Society of Automotive Engineers. Jackson's talk on "Indianapolis Racing Car Design" was based on color slides showing structural features, power plants and fuel injection. Nearly 100 persons attended.

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DEGREASER!
engine shampoo
QT. SIZE CONCENTRATE
MAKES 2 GALLONS





Spray Or Brush On

...axes cling out of oil and grease—emulsifies it so that all dirt may be hosed off as easily as you rinse hands under water faucet. Launders engines faster, more completely and safer than steam cleaning (warm the engine). Self scouring action brings out factory new appearance — provides accurate visual inspection — Gunked engines run cooler. Genuine Gunk is sold in BULK sizes at better automotive wholesalers everywhere. Retail sizes may be obtained at WESTERN AUTO STORES AND ASSOCIATE STORES.

Try it today!

IMMEDIATE DELIVERY
1 PINT OR A TANK CAR



CURRAN CORP.
Mfg. Chemists
LAWRENCE, MASS.

(CHICAGO PLANT) GUNK CHICAGO CO. • CHICAGO 38, ILL. (LICENSEE)



G. C. Morris (center right), executive director of Automotive Wholesalers of Texas, presents AWOT's $1,000 check to Dean James R. D. Eddy (center left) of the Division of Extension, University of Texas, to initiate the AWOT-UT jointly sponsored doorstep training program in automatic transmissions in the state. Looking on are Henry C. Sitton (extreme left), who will be instructor, and Joe L. Reed (extreme right), assistant director of the Industrial Education Department, Division of Extension.

Now! One-Drain

Radiator and Cooling System Cleaner

New SPEED FLUSH by WARNER

Add it directly to old anti-freeze just before draining in the spring. Cleans in 10 minutes. WAIT for Warner SPEED FLUSH—coming February 15th. Works faster—sells faster.

WARNER-PATTERSON CO., CHICAGO 5 • *Makers of famous Warner Liquid Solder*

Watch for Warner's Big Spring Deal—Feb. 15th

"Automatic" Training Begins in Texas

A "DOORSTEP" training program in automatic transmissions opens next month in Texas.

According to a simultaneous announcement by Dean James R. D. Eddy of the University of Texas Division of Extension and G. C. Morris, executive director of Automotive Wholesalers of Texas, the program will open with two schools in Amarillo on Feb. 18, under the sponsorship of members of AWOT in Amarillo.

Schools I and II will operate on ten alternate nights with 32 hours of instruction offered in each school.

"Mechanics (journeymen or higher) are invited to enroll through their local AWOT members whenever a school is scheduled in their area," according to Eddy, "by paying a fee of only $25 for the entire 32 hours."

Morris said "enough applications have been received from AWOT members over the state to complete 40 such schools—or enough to cover almost a full year of such training."

The schedule as approved to date is:

From Feb. 18 to March 15 at Amarillo; March 18 to April 12 at Lubbock (two schools), and April 15 to April 26 at Mt. Pleasant.

Henry C. Sitton, instructor for the transmission training program, was hired Nov. 16 and has spent the intervening time observing the Automotive Wholesalers of Oklahoma-Oklahoma A & M training program, outlining the 32-hour course which will be offered to qualified Texas mechanics, and compiling a manual which will be given to enrollees in the course. Sitton, who has many years teaching experience in the automatic transmission field, will augment the night instruction with personal visits during the day to and with the enrollees.

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HYDRAULIC BRAKE PARTS
identical to original equipment

You can safely stake your reputation on the performance of Wagner Lockheed, Hydraulic Brake Parts . . . They are tops for quality, and they are dependable.

From the selection of raw materials to final packing, the quality of these brake parts is rigidly inspected and carefully guarded. Wagner does this so that you can provide your customers with the finest brakes available anywhere.

Wagner Lockheed Brake Parts—cylinders, pistons, springs, washers, cups, boots, hose, etc., marketed for replacement needs are identical to original equipment. These parts are manufactured to the same specifications, by the same machinery, as Wagner-made parts used in complete assemblies for original equipment.

You'll find that the Wagner Lockheed line of hydraulic brake parts is the most complete on the market. Every make and model vehicle is covered. Parts are available individually or in factory sealed kits.

Wagner Electric Corporation
6362 PLYMOUTH AVENUE, SAINT LOUIS 14, MO., U. S. A.



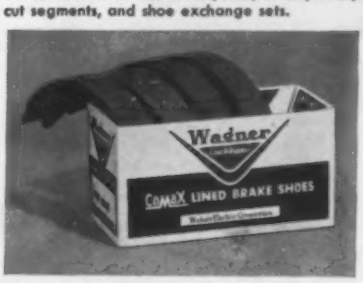
WAGNER LOCKHEED HYDRAULIC BRAKE PARTS line is the most complete on the market. For example, Wagner Hydraulic Brake Cylinders are available in types for practically all makes and models of cars and trucks . . . 285 numbers of master cylinders and 411 numbers of Wheel cylinders. Available as cylinders only, or in Repair Kits . . . For details, see Catalog AU-1.



WAGNER LOCKHEED HYDRAULIC BRAKE FLUID is chemically balanced to function perfectly in all seasons and under all operating conditions.



WAGNER CoMaX BRAKE LINING is unsurpassed for quick, safe, smooth stops, and extra long service life. Available in sets, rolls, blocks, slabs, cut segments, and shoe exchange sets.



WAGNER SHOE EXCHANGE SETS are available with "bonded-on" or "riveted-on" Wagner CoMaX Brake Lining, with both standard and over-size lining thicknesses, for all popular cars and light trucks.

P57-1B

LOCKHEED HYDRAULIC BRAKE PARTS and FLUID...CoMaX BRAKE LINING...NoRoL...AIR HORNS
AIR BRAKES...TACHOGRAPHS...ELECTRIC MOTORS...TRANSFORMERS...INDUSTRIAL CRANE BRIDGE BRAKES

Courses for Mechanics Set in Louisiana

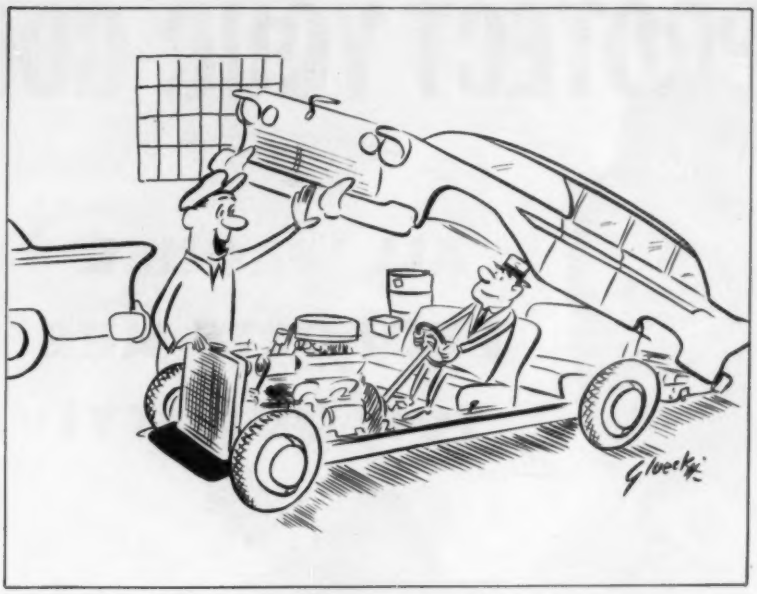
BATON Rouge members of the Automotive Wholesalers Association of Louisiana met last month with members of the Louisiana Department of Education to formulate plans for specialized training courses in automatic transmission to begin in Baton Rouge by Feb. 1.

Dr. T. E. Hampton of the Department of Education and Jack Hodges of Lake Charles, representing the association, outlined the work already accomplished at the Southwest Louisiana Trade School in obtaining equipment, tools and other material necessary to start classes this month.

Managers of Associates Confer in Chicago

MANAGERS of Associates Investment Co., South Bend, Ind., and its major subsidiary, Associates Discount Corp., convened in Chicago's Conrad Hilton Hotel Jan. 10-12 for the company's 1957 branch managers meeting.

For the first time in ten years, all regional managers, branch managers, loan and insurance supervisors met simultaneously with company executives. Previously, they had attended individual meetings in cities throughout the country convenient to regional operations, as well as in South Bend. Chairman of the Board Robert L. Oare and President William F. Gaunitz were featured speakers.



"Well, now, this is what I call a serviceman's dream!"

"$3,969 in one month.. SERVICING RADIATORS!"



—Neyland's, Baton Rouge, La. "My new Inland equipment and the wonderful job it does has attracted nearly a $4,000-a-month volume!"

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20,000,000 Radiators Need Servicing Yearly! And with today's engine power increased, cooling capacity decreased, radiators will require more service than ever before!

Inland, the industry's leader, offers equipment, training, Pays-For-Itself purchase plan—advertises nationally to attract radiator servicing business to Inland-equipped shops. Mail coupon!

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1108 Jackson St., Dept. SA-1 Omaha 2, Nebr.
World's Largest Manufacturer of Radiator Servicing Equipment
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FREE TRAINING SCHOOL
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FIRM _____
(PLEASE PRINT)
ADDRESS _____
CITY _____ ZONE ____ STATE _____
BY _____ TITLE _____
If dealer, make of car sold _____
Are you now operating a radiator shop ☐ Yes ☐ No

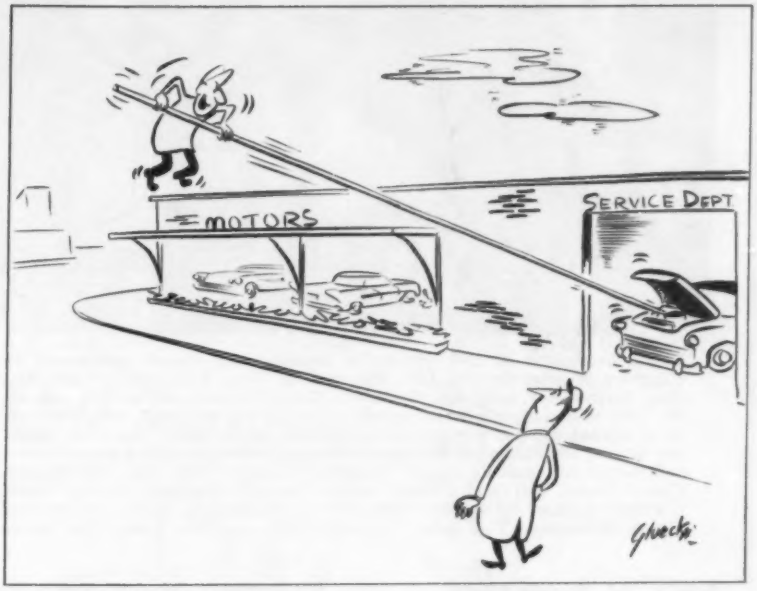
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"The blasted head is stuck!"

Gasoline Shares South's Sales Surge Toward $40 Billion Increase in '56

In the South, the increase of around $847 million in sales in 1956 was shared by eight major lines of retailing, paced by gasoline service stations where transactions rose by $352 million.

Dollar-volume retail sales, excluding those of the large chains, are expected to reach, if not pass, the $40 billion mark when final figures are counted, according to the Atlanta, Ga., field office of the U. S. Department of Commerce.

In the first ten months of the year, sales in Alabama, Florida, Georgia, Mississippi, Tennessee, the Carolinas and Virginias, Kentucky, Maryland, Delaware, Arkansas, Louisiana, Oklahoma, Texas and the District of Columbia hit the $32,278 million level, or 2.7% greater than those of the corresponding period of 1955 when they totalled $31,431 million.

The rate of gain in the South in 1956 exceeded 2.5% for the United States and was somewhat greater than that of the populous North Central section where the advance was less than 1%, said Merrill C. Lofton, Commerce Department field manager.

The greatest dollar volume of business continued to be done in food stores, where sales went from $5,895 million in 1955 to $6,047 million in 1956. Sales in eating and drinking places increased by $173 million.

Department store and mail-order house transactions rose from $1,016 million to $1,030 million, apparel establishments, $1,651 million to $1,871 million, lumber, building materials and hardware, $2,623 million to $2,626 million, and drug and proprietary stores, $948 million to $1,045 million. In gasoline service stations, the gain was from $2,843 million to $3,195 million.

Transactions in individual metropolitan areas were up in October over September. They included 13% in Charlotte, 8% in New Orleans, 14% in Houston and 6% in the Tampa-St. Petersburg area. In Atlanta and Birmingham, however, October buying did not equal that of September, with resulting declines of 5% in Atlanta and 3% in Birmingham.

The South's increase over the other regions was in line with the upward trend which has been experienced in recent years as the industrial expansion of the region has been progressing.

G. K. Linkous Is Named Danville's No. 1 Man

G. K. Linkous of the automotive firm of Link's in Danville, Va., has been presented the annual Kiwanis Club award as Danville's "Outstanding Citizen of 1956."

The award was for Linkous' "enduring influence" in civic work, the church, community chest, veterans organizations, politics and other fields.

Manufacturer's Representative and Warehouse Distributor in the Southwest

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Marvel Mystery Oil, Marvel Inverse Oilers and Marvel Hi-Rev.

Manufacturer's representative for all of Texas.

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Complete line of standard and heavy-duty shock absorbers for passenger cars, trucks, and buses; automobile thermostats; car, truck, and bus heaters.

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Industrial gasoline and LPG.

Warehouse distributor for Louisiana and Texas.

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TUBELESS TIRE
Repair Kit



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COLD VULCANIZATION

Everything needed to make safe, sure and profitable tubeless tire repairs: specially-designed, patented plugs, cold, chemical cure cement, plug pulling tool, buffer and puncture gauge.

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Great time-saver and money-maker for tube repairs. Feather-edge of cushion-gum welds repair to tube during wheel spin. The kind of tube repair your customers want and need!

PLUS Akro Criss-Cross, Double Cushion and Perma-Patch Tire Repairs.

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"Automotive Service & Know-How Since 1929"

THE BUXBAUM COMPANY
CANTON 1, OHIO



These graduates of the automatic transmission school sponsored by Kingsley-Wagner Supply, Inc., Hutchinson, Kan., were elated with what they learned for their $60, President Grant Wagner of the firm reported. "We as a company were certainly glad to pay our part, which included a dinner for the group and newspaper advertising," he said. "Since the school we haven't had a single student who has had a transmission job which he couldn't repair properly." Left to right are: Joe Hedger, Elmer Wiens, Bill Gort, Donald Bailey, President Wagner, Wilbur Wiens, Clarence Leiker, Keith Showalter, Darrel Osenbaugh, Jerry Jamison and Ralph Albertson. The latter is vice-president of the wholesale house.

GM's '56 Production Drops a Million

GENERAL Motors' production of cars and trucks in the United States and Canada last year totaled 3,699,144, compared with 4,649,276 units turned out in 1955.

Of the '56 figures, 3,210,606 were passenger cars and 488,538 were trucks.

Production last month was 296,929 cars and 38,208 trucks, compared with 337,235 and 33,261 the same month of 1955.

In car production, Chevrolet last year rolled out 1,621,019 units in comparison with 1,830,038 in the record year of 1955. Other comparisons were: Pontiac, 332,268 and 581,860; Oldsmobile, 432,904 and 643,459; Buick, 535,364 and 781,296; Cadillac, 140,873 and 153,334.

Georgia Gas Dealers Would Limit Speed

A FEDERAL law to force manufacturers to limit mechanically the speed of cars to 50mph has been proposed by the Georgia Association of Petroleum Retailers, which claims its 3,500 membership is the largest state association of gasoline service stations.

At a meeting attended by 25 of the group's 47 directors, a resolution was adopted unanimously urging the Georgia congressional delegation to propose such legislation in the new congress.

The dealers said it would "reduce the increasing number of highway accidents, injuries and deaths due to speed."

Charles H. Doe of Griffin, president, urged "other public-spirited groups and trade organizations to back up this movement." He said the GAPR directors were convinced that such a statute would cut sharply into the "annual highway death toll which now exceeds that of the entire Korean War."

Board members agreed that the speed limiter would have to be designed so it could not be tampered with by the motorist.

Factory engineers have maintained that limiting speed is not the answer, any more than prohibition stopped all whisky drinking. An informed and more courteous motoring public are among the answers, it has been pointed out.

GO-JO



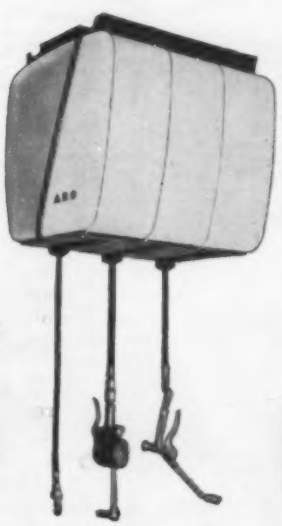
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America's Largest-selling
Creme Type, Heavy Duty
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leading dealers everywhere choose ARO LUBE EQUIPMENT

Go modern . . . go ARO! That's the trend everywhere today among profit-minded service stations, garages and car dealers! Switch to ARO Lubricating Equipment for the most advanced features to save steps, time and effort on every lube job . . . plus look-ahead styling . . . plus Aro-engineered dependability. You're missing a lot unless you have Arolube equipment . . . today's top moneymaker in lube service. See your Automotive Wholesaler.



AROLUBE SERVICE REELS save space . . . speed service . . . step up customer-appeal and profits! Easily installed in any combination of units for chassis, gear, motor oil, air, water, automatic transmission service. *Go overhead* to get ahead!

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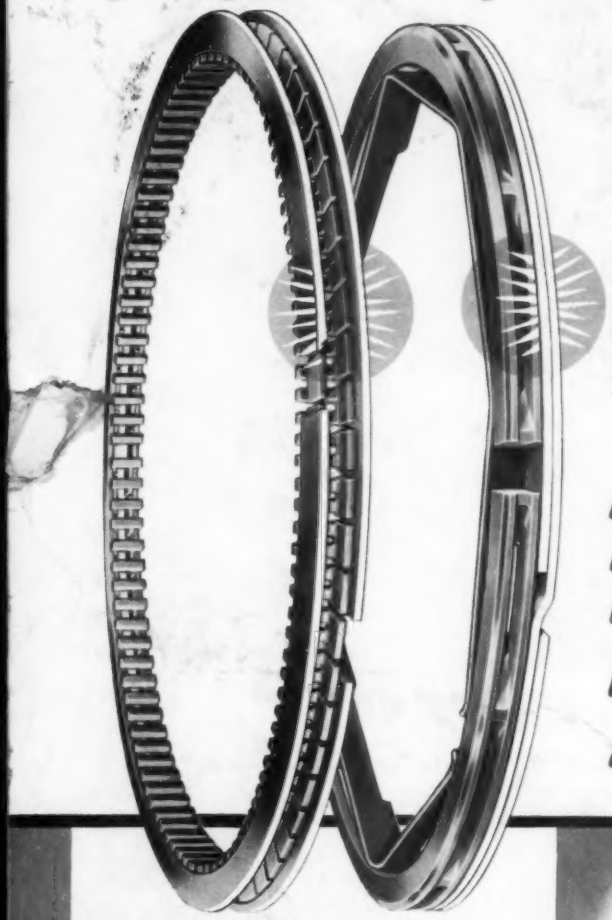


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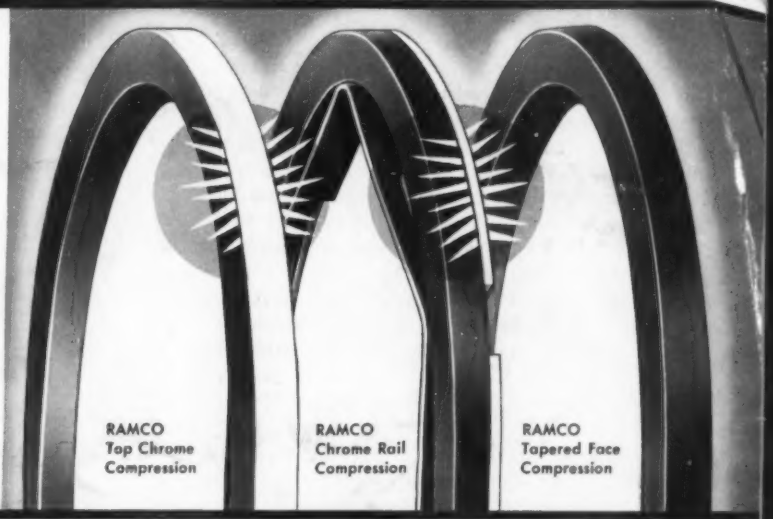
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